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# BRANDING!



## Who? What? Why?



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## Touching All the Bases

Successful branding means touching all the bases, and an excellent example is Lonesource, a rapidly growing dealership headquartered in Cary, North Carolina, with branches in Greensboro, Charlotte, Atlanta, Nashville, Memphis, and Chattanooga. Everything they do and say is a coordinated effort for maximum attention, from their memorable name “Lonesource,” that ties to their tagline, “The only source you need. Period.”

Beneath their name and tagline are these words: “Customers First. Company Second. People Always. At Lonesource, we are committed to always honoring our word.”

Their mission statement is 11 words long, and again, it’s about the customer: “To develop relationships with companies so that



When you go to their web site, [www.lonesource.com](http://www.lonesource.com), Brad will greet you in person, and repeat the company’s message.

They also have a news page, along with the name and phone number of the person to contact if you, the customer, have news you want to share. Great idea!

they think of Lonesource first whenever they need anything.”

Several years ago the company made an all-out effort to build brand recognition, with a distinctive color and logo.

“We chose black because it’s seldom used and therefore stands out wherever used,” explained CEO Brad King. “All our delivery vehicles are black, as well as our marketing material, even driver uniforms. We named our catalog, ‘The Black Book.’”

Superimposed on a black background is a green arrow, to signify the pointer on a computer screen. “The bulk of customer orders are online,” Brad said.