

Selco Success Story

Recognition: Safety Award

The Challenge :

When BPEX was approaching the enormous milestone of 3 million consecutive safe hours, they knew they could not let the accomplishment go by without recognizing the achievement, and the workforce that made it happen. As a company that values its employees, their safety, and the economics of a safe workplace; BPEX knew that product choice and fast recognition were two very important components. With 1,500+ contributors, a budget of \$100.00 per recipient, and only a month to deliver, BPEX knew that they did not want an item that was consumable or would become obsolete over time. It was a challenge to find a product that could be customized to commemorate the achievement and remain a timeless reminder for years to come.

The solution could be found within the question itself: time = watches.

The Solution :

When the distributor reached out to Selco with the challenge, only a few weeks before BPEX would hit their milestone, we in turn started working with our retail watch partners. Selco was able to find 1,500 watches that would make the perfect statement and, of course, were readily available. Multiple retail partners had the inventory, but Seiko offered their Prime all steel watch at the perfect price point.

BPEX wanted to give their recipients something truly special, so they decided on a custom die struck medallion dial for the decoration method. This gave the recipients a one of a kind award that they could wear for years to come.



The Results :

Standard turnaround time for a new, custom die struck medallion watch is 3-4 weeks, but with the presentation date quickly approaching, Selco's dial manufacturing team stepped up. Within a few days of receiving the order, our in-house dial fabricators started delivering about 300 dials per day to the assembly department; all while keeping other orders flowing. Assembly kept up and was able to deliver all 1,500 watches in under 3 weeks.

The presentation at BPEX went off on time to a proud and grateful workforce. The customer decided to add additional people to the award program and placed a second order within days of passing out the initial 1,500 pieces.

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Recognition: Safety Program

The Challenge :

Safety is a weekly, daily, and even hourly concern for corporations. To be successful they must have employees on the job and productive. There are obvious problems with accidents to the injured but there is also a high cost to the company in the form of lost productivity, increased workers' comp cost and heightened OSHA scrutiny.

With improved productivity a major focal point of many corporations, there must be a balance between getting the job done efficiently while taking the time to follow safety guidelines.

As a division of a larger company that was looking at the bottom line of each of their different plants, Dugan needed a way to keep safety front and center while it focused on efficient processes.

The Solution :

Dugan created a safety program featuring a "Safety First" logo. The new program was focused on long-term goals, but also had the potential to reward workers as frequently as daily for their safety efforts.

The company bought a mixture of

Captivate watches from Selco in various colors to use as rewards based on milestones, and to recognize employees taking extra steps to keep themselves and their coworkers safe. The watch was the perfect item for safety because it kept the message in front of the workers around the clock.



The Results :

The watch was a hit. With 70% of employees receiving their new wearable in the first two weeks, the plant reported a significant decrease in reported accidents. And they felt like once the first few people received one, workers made a point to go the extra mile to get their own custom timepiece.

Dugan was able to achieve a safe work environment and hit its long-term target of cutting bottom line costs. They were able to keep more workers on the job and reported fewer injuries, reducing workers' comp and overtime costs. The plant placed two reorders during the program period and the safety program quickly became a model for other divisions of the company.

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