



# CASE STUDY: WR DISPLAY & PACKAGING

## SOLUTION OVERVIEW

### COMPANY PROFILE

- WR Display & Packaging is a wholesaler of store fixtures & retail packaging.
- Over 20 employees, with offices in Winnipeg and Calgary
- [www.wrdisplay.ca](http://www.wrdisplay.ca)

*"Rogers solutions have helped us stay connected and increased our overall productivity. We can make decisions faster, save money on calls and internet services, and helps us provide our customers with the great service they've come to expect."*

**Ken Walford**  
President



### The Challenge

The Walford's started WR Display & Packaging over 50 years ago, to provide Canadian retailers with the supplies and services unique to commercial vendors. Over the years, the business has changed a lot, but their commitment to efficiency and their clients still remains the lifeline of their business.

Over the years, the company, their warehouses, and their clientele have grown significantly. As a result, managers and sales representatives spend countless hours travelling between branches, clients and trade shows, and were cut off from their customers for long travel periods.

### The Solution

WR Display & Packaging enlisted Rogers to provide an efficient, secure and easy-to-use mobile voice and data solution that would allow managers full access to the company's email exchange server through their mobile devices. This helps them keep in touch with their clients and the office, from anywhere in Canada. A team calling plan also allows them to make calls between the Winnipeg and Calgary offices and warehouses, without using their plan minutes or incurring any long-distance charges.

WR Display also found great benefit using the Rogers mobile internet Rocket™ Stick for extended travel and trade shows. Instead of purchasing costly internet at hotels and convention centres, WR Display managers now have portable internet that they can access from anywhere, helping them track leads and exhibit their online inventory when meeting potential customers on the road.

### Benefits

- Team calling between managers and the offices saves time, money and has increased productivity.
- Clients have seen the benefit, with faster response times and more efficient service.
- Installing the Blackberry® Exchange Server was easy and efficient, and helps eliminate down-time while on the road.

For information about a Rogers solution for your organization, contact your Rogers account representative or visit [rogers.com/business](http://rogers.com/business)

