



AFTERMARKET GAINS

Private Label Program Reduces End User Issues & Warranty Claims for Dredging Equipment OEM

Technical Application Bulletin

CHALLENGE

An OEM producing dredging equipment was frustrated by repeated equipment issue reports by end users. The problems stemmed from the substitution of cheaper, lower-performance filter elements for the OEM's recommended elements, resulting in higher rates of contamination-driven damage and poor performance. Through no fault of their own, the OEM was suffering reputational damage due to these self-inflicted performance issues.

APPROACH

Schroeder Industries converted the OEM's elements into a private labeled series. By private labeling, companies can more easily discourage the substitution of inferior elements, protecting both the OEM's reputation and preserving equipment performance for their end users. Additionally, private labeling can secure increased aftermarket revenue.

RESULTS

- Encouraging the use of appropriately high-quality elements through private labeling ultimately reduced warranty claims.
- Private labeling allowed the OEM to increase aftermarket revenue by increasing the proportion of branded elements purchased.

Private Labeling

- ◆ **Increases aftermarket revenue and encourages use of appropriate elements, reducing component damage and premature failures.**

**Pairing private labeling with Quality Protection technology can secure up to 100% aftermarket revenue*



WARRANTY CLAIMS
& REPUTATIONAL
DAMAGE DUE TO
ELEMENT SUBSTITUTION



COMPREHENSIVE
ELEMENT PRIVATE
LABELING PROGRAM
IMPLEMENTED

INCREASED
PROTECTION FROM
WARRANTY CLAIMS



INCREASED
ELEMENT-DRIVEN
AFTERMARKET REVENUE

