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Case Study | Dynabrade

## How Dynabrade Leveraged Amazon Business to Drive Incremental B2B Revenue

There's a perception among B2B manufacturers that Amazon is primarily a consumer marketplace. While that perception isn't entirely wrong, Amazon Business has rapidly grown in to a \$35 billion marketplace with more than 18 million B2B products listed, making it an often overlooked opportunity.

Started in 1959, Dynabrade today is a leading producer of high-end pneumatic tools, selling their products in 90 countries around the world to a wide range of industries including aerospace, automotive, woodworking, construction, and others.

With Enceiba's help, Dynabrade had successfully shifted from Vendor Central (1P) to Seller Central (3P) selling, mitigating significant channel conflict. But, like many manufacturers, they had mainly seen Amazon as a vehicle to sell to consumers and weren't leveraging Amazon's B2B marketplace.

Curious about Amazon Business' potential, Dynabrade partnered with Enceiba to determine feasibility and prospective profitability of selling to B2B on Amazon.



**"Enceiba opened our eyes to the immense opportunity on Amazon Business that we had been overlooking. Their visionary leadership and expertise were instrumental in building a highly profitable B2B channel that built on our previous success on Amazon."**

**Ron Veiders, Director  
of Marketing**

**Amazon Business Generates  
44% of all Dynabrade Amazon sales**



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## Unlocking Tiered Pricing...and Profitability

Enceiba started by modeling the revenue and profitability of Dynabrade products to demonstrate how the firm could leverage one of the most popular B2B features on Amazon Business: Bulk and tiered pricing. The objective was to show that the firm could set price points somewhere between standard wholesale and retail prices, while being both competitive and maintaining margins.

Because Enceiba had helped Dynabrade shift from 1P to 3P selling previously, Dynabrade had a larger margin to work with in order to offer bulk pricing, which would have been essentially impossible under 1P selling. What's more, selling under 3P allowed Dynabrade to easily enable its 250 products for Amazon Business.

## Smart Planning Leads to Explosive Growth

Dynabrade's sales on Amazon Business have grown exponentially in a relatively short amount of time. With Enceiba's help, Dynabrade's Amazon sales have grown over 1,000 percent year-over-year, developing into a multimillion-dollar B2B channel that now represents over 40 percent of the firm's total Amazon sales. Their average order value (AOV) has grown, but most importantly, these B2B revenues are incremental, not shifted from existing channels.

By leveraging Amazon Business, Dynabrade has profitably grown their business into new segments and expanded their reach. The program continues generating incremental growth beyond their traditional channels.

## Amazon Frustration? Let's Talk Strategy

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