

Kohler Transforms Brand Management and Operations

Manufacturing

Overview.

Faced with increasing inefficiencies and brand control challenges across its decentralized fulfillment network, Kohler sought a solution that could centralize its operations while maintaining brand integrity. OneTouchPoint (OTP) provided an end-to-end technology-driven solution that centralized marketing resource management, streamlined inventory and operations, and improved customer response times. With the innovative OTP One platform, Kohler achieved \$3.5M in annual savings, strengthened its brand governance, and enhanced operational efficiency.

\$3.5 million in annual savings with the OTP One platform.

About the Organization.

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. is a privately held, global leader in kitchen and bath products, furniture, cabinetry, engines, and generators. Over its rich history, the company has built a reputation for its high-quality products and innovative solutions, becoming one of the largest private companies in the United States.

Despite its success, Kohler faced modern challenges tied to its broad operations. The company required a streamlined solution for managing its marketing and fulfillment processes while maintaining brand consistency across internal teams, dealers, and customers.

Business Challenges.

Kohler's customer literature fulfillment and marketing operations relied on multiple vendors and largely fragmented processes. This setup created challenges such as:



Current Results.

- ✓ \$3.5 million in annual savings
- ✓ Program efficiencies & simplified operations
- ✓ Centralized brand management
- ✓ Faster project turnaround

Key Pain Points:

- ✓ **Loss of Brand Consistency:** Individual business units procured their own printed materials from local providers, compromising brand integrity.
- ✓ **Operational Inefficiencies:** A resource-constrained marketing department struggled to ensure cohesive messaging across various channels.
- ✓ **Inventory Waste:** Lack of centralized control led to excessive waste in printed materials, increasing operational costs.
- ✓ **Slow Fulfillment Times:** Delays in customer and dealer requests impacted the overall customer experience.

Kohler needed a single dedicated partner capable of integrating diverse operations into one comprehensive solution.

Strategy & Solutions.

OTP One proved to be the comprehensive solution Kohler needed. The platform offered:

- ✓ **Brand Asset Management:** The OTP One platform centralized Kohler's marketing hub, allowing internal teams, retailers, and customers to access and order branded marketing assets, technical publications, and product samples seamlessly. This feature ensured brand integrity across all touchpoints.
- ✓ **Integrated Print and Fulfillment Services:** Through OTP's lithographic and digital on-demand printing services, the company achieved greater efficiency printing 150 million pages annually. OTP One's inventory and order management features allowed Kohler to manage over 25,000 documents, process 115,000 orders, 300,000 line items and track critical customer touchpoints.
- ✓ **Personalization and Automation:** Personalized URLs (PURLs) and custom landing pages generated through the platform enabled responses to customer queries within 24 hours. Email follow-ups and fulfillment operations ensured prospects received tailored physical and digital content, enhancing the customer experience.
- ✓ **Inventory and Cost Management:** OTP integrated advanced inventory systems to monitor usage, minimize obsolescence, and optimize logistics for streamlined operations. Additionally, mail tracking systems helped Kohler identify underutilized marketing assets and reallocate resources effectively.



Key Pain Points.

- ✓ Lack of brand consistency
- ✓ Operations inefficiencies
- ✓ Inventory waste
- ✓ Slow fulfillment times



Solutions Implemented.

- ✓ OTP One Platform
 - Brand Module
 - Engage Module
 - Extend Module
 - Intelligence Module
- ✓ Print Services
- ✓ Order Management & Fulfillment
- ✓ Managed Services: Inventory Management

Results to Date.

Implementing the OTP One platform delivered measurable results and ROI for Kohler, including:

- ✓ **\$3.5M in annual savings** through streamlined processes and program efficiencies.
- ✓ **Enhanced brand governance** across multiple divisions, ensuring all **25,000 documents managed** remain consistent globally.
- ✓ **150 million pages produced, 300,000 line items picked and 115,000 orders processed annually**, underscoring scalability and operational capacity.
- ✓ **Significant reduction in vendor management** with a single, centralized partner handling all services.
- ✓ **Faster customer response times**, with all requests fulfilled in real time or within 24 hours, strengthening customer relationships.

OneTouchPoint's efforts not only met but exceeded Kohler's goals of simplifying its marketing operations while preserving the company's commitment to high-quality customer interactions.

Positive Business Impact.

Through OneTouchPoint, Kohler successfully overcame its operational challenges, restored brand consistency, and improved efficiency across its marketing processes. The integral role OneTouchPoint played in optimizing fulfillment, integrating inventory management, and improving scalability highlighted the importance of a centralized, end-to-end solution.

Moving forward, OTP continues to support Kohler's vision with flexible distribution channels, real-time insights into asset usage, and cost-effective solutions to help the company maintain its leadership in design and innovation.

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