

# Elton Group case study



# How we did it.

EstimateOne has changed the way Elton Group does business. Key recommendations for suppliers are: track your competitors and maximise EstimateOne's effectiveness with a good business model.

**Using EstimateOne has resulted in greater visibility and increased success for Elton Group which has led them to continue their mission of producing sustainable materials for the Australian building industry.**



## Delivering Elton Group's innovative new products to market

WoodWall kept falling into the wrong category because it was new and innovative. Realising they needed to speak directly to the builders, Robert discovered the perfect solution in EstimateOne.

Using the E1 platform, Elton Group has increased its visibility three-fold.



## Real-time delivery of actionable insights

With EstimateOne, Robert was able to find out that he is specified on a project and then get in touch with the builder through their system.

This not only simplified his submission process but gave him real time access to competitor bids.



## Organised Snapshot of Projects

Using EstimateOne, Robert can easily search their products to see what projects they're specified on, or what other products are being used on a project.

This helps find new business opportunities, stay up to date with what their competitors are doing and see which products are being used on a project and whether there are any gaps in their product



## Discovering new opportunities and winning more work

When a buyer posts a project on EstimateOne, all suppliers who are subscribed to that category are immediately notified.

This means that Robert can get his quotes in early and increase Elton Group's chances of winning the job.



## Saving time with quote tracking

With EstimateOne, suppliers can see which jobs they have quoted on, how many other quotes have been received, and the status of each quote.

This information helps Robert to better manage his quoting process and save time.

# Elton Group 3X its visibility with EstimateOne

Established in 1943 in Melbourne, Australia; Elton Group is a supplier of high-quality Interior Architectural Products. Central to each of their products and their criteria for selecting new products to join their impressive portfolio, Elton Group is committed to environmental sustainability and best practice sourcing and manufacturing methods.

They believe that because wood is one of our few renewable resources and those who work in the industry have a responsibility to ensure the protection and wise utilisation of the forests, so these precious resources are available for future generations.

Elton Group is committed to supplying timber veneers and panels in accordance with advanced environmental standards for forests, water utilisation

and raw material utilisation. All their veneers are sourced from woods harvested in accordance with CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) International Trade Agreement.

Elton Group's commitment to sustainability has led them to maintain 800 acres of Australian natural forest in the Otway Ranges of Victoria.



# 5 ways Elton Group has maximised its potential with EstimateOne



# Delivering Elton Group's innovative new products to market

Business Manager, Robert Elton, came across EstimateOne when he was looking for a way to market one of their innovative products, WoodWall, directly to builders. WoodWall is an environmentally friendly timber wall panelling option that uses less than 5% of the timber used in traditional panelling.

“We had a relatively new product that gets sold directly to builders called Woodwall, which is the first time we've gone direct to builders instead of joiners. EstimateOne has helped us take this product to market.”

Because Elton Group had traditionally relied on word of mouth for most of their business, they struggled to find the right kind of consumer for a new product.

“WoodWall kept falling into the wrong category because it was new and innovative – this type of panelling was relatively unknown in the market and people didn't understand the benefits.” Realising they needed to speak directly to the builders, Robert discovered the perfect solution in EstimateOne.

**Using the E1 platform,  
Elton Group has  
increased its visibility  
three-fold.**



# Real-time delivery of actionable insights

Previously, Robert only found out about jobs from architects, and only found, and would only discover if they were successful in winning a job when they received an order.

“Every time I go on EstimateOne I see a project I didn’t know we were specified on. Specifinder told us about it.”

With EstimateOne, Robert was able to find out that he is specified on a project and then get in touch with the builder through their system. This not only simplified his submission process but gave him real time access to competitor bids.

**“You can see which jobs you may need to be a bit more aggressive on.”**

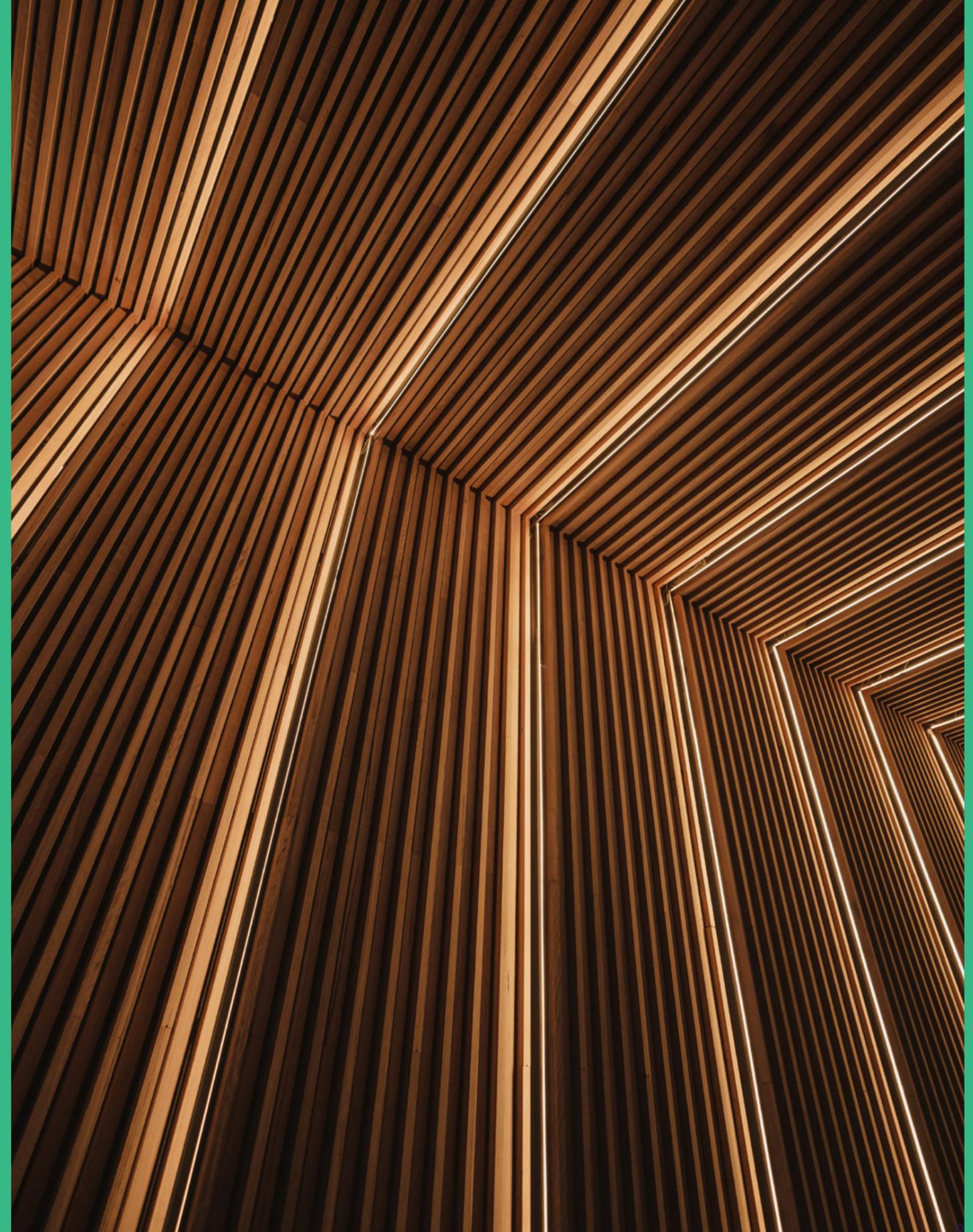
# Organised snapshot of projects

Speci-Finder gives Elton Group an organised snapshot of the projects they are supplying to.

- This means Robert can see at a glance:
- The project name and number
- The amount quoted
- The current status of the quote i.e. whether it has been won, lost or is still in progress
- The value of the contract if the job has been won

The process allows suppliers to better manage their quoting process and improve their success rates.

Using EstimateOne, Robert can easily search their products to see what projects they're specified on, or what other products are being used on a project. This can help Elton Group find new business opportunities, stay up to date with what their competitors are doing and see which products are being used on a project and whether there are any gaps in their product offering.



# Discovering new opportunities and winning more work

When a buyer posts a project on EstimateOne, all suppliers who are subscribed to that category are immediately notified.

This means that Robert can get his quotes in early and increase Elton Group's chances of winning the job.

# Saving time with quote tracking

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This information helps Robert to better manage his quoting process and save time.

# Elton Group's tips for supplier success

EstimateOne has changed the way Elton Group does business. Robert has a couple of key recommendations for suppliers thinking of trying it out.



# Track your competitors

Competition is a fact of life for any business, and it's important for suppliers to track their competitors in order to stay ahead of the game. Robert recommends suppliers use the SpecSearch and SpeciFinder tools to track both their own and their competitor's specifications.

By tracking their competitors, suppliers can learn about new products and services, pricing changes, and marketing strategies.

# Maximise EstimateOne's effectiveness with a good business model

In order for a supplier business to be successful, it needs to have a solid plan in place for how it will generate revenue and profit. Robert has been able to build his model around EstimateOne. He recommends getting an estimator who knows what they are looking for to set up the tools to be utilised effectively.

Overall, using EstimateOne has resulted in greater visibility and increased success for Elton Group which has led them to continue their mission of producing sustainable materials for the Australian building industry.

**Sign up for EstimateOne today for free, to take advantage of all these great benefits.**

If you want to set yourself up for a success story like Elton Group or watch what other suppliers say about us [click here](#).

# Thank you

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