

Case Study



"GCS doesn't waste time chasing opportunities that have a low probability of coming to fruition. They know how to hone in on the customers that are right for us"

John Hurley
President, Web Seal Inc.

GCS Hones in on Factories Based on Customer Specifications

WebSeals' products are found in critical applications in many diverse industries, from agriculture and automotive to plumbing and power generation.

Whether contaminants need to be sealed out of equipment or fluids, gases, light, or noise need to be sealed in, WebSeal likely has a product for the job.

The Right Product for the Right Job

It takes in-depth product knowledge to understand the right sea or part for a particular application. John Hurley, President of WebSeal Inc., says Garnett Component Sales (GCS) has that knowledge, because the reps take time to develop a deep understanding of the WebSeal business.

GCS attends WebSeal training sessions, but their expertise extends beyond training. WebSeal trusts their GCS sales representatives to support WebSeal at trade shows, speaking with prospects on the real-world applications of WebSeal products.

"GCS doesn't waste time chasing opportunities that have a low probability of coming to fruition," Hurley says. "GCS has integrity. They provide an honest assessment of how they can help us take our products to market. They know how to hone in on the customer that's right for us."

Complementary Marketing Efforts

And while their products often have a low price point, WebSeal complements many high-dollar items that GCS represents. "They leverage their relationships with customers to educate about WebSeal products. GCS opens the doors to opportunities we would not otherwise have."



Customer Profile

WebSeal is a full-service fabricator of die-cut parts and a distributor of industrial sealing components. An ISO 9001:2000 company, WebSeal has been providing solutions for nearly 50 years.

- O-Rings
- Die Cuts & Gaskets
- Dynamic Seals
- Engineering / Design Assistance

And a full range of more die-cut parts and industrial sealing components.



Garnett Component Sales, Inc.

2824 Penfold Lane | Wake Forest, NC | 27587

WWW.GARNETTCOMPONENTSALES.COM