

Central Welding Supply

Uses New GHS-Compliant Standards as Another Branding Opportunity

Central Welding Supply has more than 20 locations in Washington State, providing customers with industrial, medical, beverage and specialty gases, cryogenics, and related equipment and supplies.

Being adamant about keeping up to date with any regulatory changes, Central recognized early on that the new Global Harmonization Standard (GHS) for classification and labeling of chemicals, which represents an industry-wide change in cryogenic and compressed gas cylinder labeling, would be one of the most challenging changes in recent memory. Having purchased their current labels from Ratermann Manufacturing for many years, their transition to the new GHS requirements was both accurate and easy. They could leave the time consuming and tedious task of sorting through GHS label compliance to Ratermann, giving Central piece of mind and allowing them to focus on their day-to-day business.



For many years, Central Welding Supply has included their company logo on all of their shoulder labels, to promote their brand. Adding the company's phone number and website address provides customers with an easy way in which to contact them.

Rachel Fenner, customer service manager at Central Welding Supply, says, "The extra branding helps to build both brand awareness and credibility with our customers. The more we have our name in front of our customers, the better. Having our name on our cylinders shows that we are proud of what we produce and that we are confident in what we do. We have been ordering our labels, customized with our logo, for years from Ratermann. They made the transition to GHS-compliant labels simple, and we were confident that they would be correct. Ratermann not only incorporated the correct GHS-compliant information, but their new design also provided extra space for our branding, allowing our company name to stand out even more, giving us an opportunity to have an even bigger impact with our brand building campaign."

The deadline to comply with new GHS requirements is June 1, 2015. For any questions on GHS labels or building your brand awareness, please contact Ratermann Manufacturing at 800-264-7793 or visit www.rmiorder.com