



ONLINE
PRODUCT
MANAGEMENT

CASE STUDY

A streamlined solution

Megasealed

A streamlined solution for Megasealed

ABOUT MEGASEALED

Megasealed is a franchise network with 34 franchises across NSW, QLD, SA, VIC and WA.

The organisation provides re-grouting, tiling, waterproofing and anti-slip safety solutions for both household and commercial customers.

megasealed.com.au

BACKGROUND

We were first approached by Megasealed to create a brand guidelines document for their marketing collateral. Uploading all digital and print assets to their own OPM portal was a natural progression due to their previous brand consistency issues.

Megasealed faced the following issues prior to hiring our services:

1. A lack of marketing collateral in one central location caused a delay in sourcing files, updating artwork to each franchise and sending files to print.
2. In the instance that there was marketing collateral, the information was outdated. The lack of updated information was a serious issue due to the legal and safety requirements Megasealed adheres to with tradesmen entering customers' homes.
3. A lack of resources led to brand inconsistency; Megasealed's franchisees were outsourcing their own marketing collateral, which was not only being designed inconsistently but being printed at various print suppliers, causing colour irregularities.

KEY OUTCOMES

By utilising an OPM site, Megasealed achieved the following objectives:

1. Brand consistency.
2. Improved printing turnaround time as print collateral is automatically sent to one central print supplier.
3. Easy-to-download compliance documents.
4. Version control – Time saved on sourcing the latest documents with the correct information now at their fingertips.
5. Availability of all marketing collateral on their franchise network through the portal.
6. Easy-to-personalise documents.

The portal has become more than an online marketing resource site — Megasealed chose to add inventory products to their site, which now acts as an external server accessible to all warehouses and franchisee staff. This has streamlined processes significantly by eliminating the need to enter all inventory in Excel sheets.

PROJECT DETAILS

Average time
required to
complete print
request

3 DAYS
PRE-SOLUTION



15 MINUTES
POST-SOLUTION

198

Static
Products

23

Dynamic
Products

Key Insights

Megasealed currently
uses their OPM site
as a key selling tool
when approaching
prospective franchise
owners.

34

Franchise
Locations

After the Megasealed OPM site was complete, the product gallery comprised over 220 products:

Stock items, corporate clothing, promo merchandise, stationery, digital assets, social media content, press advertising, print marketing, NCR books, operations manuals and technical safety and brand guidelines.

TESTIMONIAL



Megasealed is very pleased and satisfied with the OPM solution.

The platform has streamlined our ordering process and saved our franchisees the time consumed in manually requesting collateral and sourcing quotations.

The skin update is great and the search tool makes OPM even more user-friendly than before. Our corporate staff and franchisees love the inbuilt demo videos that assist in ordering a product for the first time.

OPM has been an impressive sales tool for approaching prospective new franchise owners, which is vital for the growth of our business.

Overall, OPM is a quick and user-friendly portal to keep all our assets online.

Anna Filippova
National Marketing Coordinator





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