

20

26

Marine Boat Building Case Study  
 Viking Yacht  
 Customer Incentive Fulfillment

## Marine Boat Building Case Study

DOCUMENTED COST SAVINGS: **\$28,314.00**

PRODUCT CATEGORY: **Free Filters**

REALIZED: **Customer Incentive Fulfillment**

SUPPLY PARTNER: **3M**



### CUSTOMER PROFILE

*The Viking Yacht Company is located on the Bass River, a winding marsh-lined tributary that feeds into the Mullica River and flows into the Great Bay. About 50 minutes by boat to Atlantic City, the wilderness of the Bass River sits in stark contrast to the leading-edge technology that exists with every Viking leaving the New Gretna facility. Building a better boat every day has been Viking's philosophy for over five decades, and this is why Viking leads the industry today in performance, innovation, engineering and luxury. Viking Yacht Company has been a Stellar Industrial Supply customer since 2015.*

### THE OPPORTUNITY

Through ongoing engagement, Stellar identified an opportunity to deliver additional value beyond traditional cost savings by leveraging a supplier incentive program. Viking was accumulating reward points through their purchases of 3M abrasives, but like many customers, tracking and redeeming those points required administrative effort and often led to unused value. Stellar recognized the opportunity to manage this process and ensure no value was left on the table.

### SOLUTION

Stellar took a proactive role in managing Viking's participation in the 3M Free Tool Program by tracking purchases, uploading data, and monitoring point balances on their behalf. The team ensured points were redeemed before expiration and coordinated directly with the customer to convert those points into needed products. In this case, points were used to secure filters for their operations, eliminating cost while maintaining supply continuity.

### RESULT

Viking redeemed over 352,000 points to receive 117 cases of filters at no cost, generating \$28,314.00 in documented savings. This ongoing program continues to provide additional value as points accumulate, with Stellar managing the process end-to-end. By removing administrative burden and maximizing supplier incentives, Stellar reinforced its role as a proactive partner focused on total value—not just product cost.

STELLAR



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STELLAR

**Tacoma - HQ**

711 E 11th Street  
Tacoma, WA 98421  
(253) 383-2700

**Spokane**

2501 N. Farr Lane  
Spokane Valley, WA 99206  
(509) 532-9100

**Everett**

1106 Shuksan Way  
Everett, WA 98203  
(425) 259-9241

**Portland**

12831 NE Whitaker Way  
Portland, OR 97230  
(503) 253-3100

**Albany**

1128 S. Commercial Way SE  
Albany, OR 97322  
(541) 967-8500

**Atlantic City**

10 Canale Drive  
Egg Harbor Township, NJ 08234  
(813) 885-2343

**Billings**

2504 Overland Avenue  
Billings, MT 59102  
(406) 896-0066

**Denver**

9250 Bruin Blvd Ste C  
Longmont, CO 890504  
(303) 424-4280

**Eagan**

2930 Waters Rd Ste 200  
Eagan, MN 55121  
(877)646-4800

**Knoxville**

3002 Industrial Pkwy W  
Knoxville, TN 37921  
(800) 232-9366

**Memphis**

3310 Commercial Parkway  
Memphis, TN 38116  
(901) 345-6001

**Phoenix**

1819 W 3rd Street  
Tempe, AZ 85281  
(480) 550-3675

**Pittsburgh**

1 Park Drive  
Lawrence, PA 15055  
(724) 743-2540

**San Luis Obispo**

755 Fiero Lane, Suite D  
San Luis Obispo, CA 93401  
(805) 543-5177

**Sparks**

955 S. McCarran Blvd. Suite 102  
Sparks, NV 89431-6329  
(775) 331-4370

**Tampa**

7020 Anderson Road  
Tampa, FL 33634  
(813) 885-2343

**Upland**

2022 W 11th Street  
Upland, CA 91786  
(909) 946-8039



**(800) 562-8258**

*Sustaining win-win partnerships for Stellar value.*

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