

# A Case Study Published by Walsworth®

MSA 220 C-B  
One of the most powerful  
rear-handle battery-powered  
chain saws in the STIHL line,  
the MSA 220 C-B delivers the  
speed, cutting capacity, and run  
time to take on just about any  
cutting task with ease.

Comparable performance to the  
MS 201 C-EM.



## MS 251 WOOD BOSS®

The MS 251 WOOD BOSS®  
is designed to deliver all the  
power with a comfortable and  
ergonomic design, perfect for  
cutting all trees, pruning and  
cutting firewood



### ROUND NOZZLE

The round nozzle is designed for  
increased air volume and many  
models come with the ability to  
adjust nozzle length for operators  
of different heights to find an  
optimal position.

### SUPERIOR BALANCE & DESIGN

From handheld models to  
backpack units, STIHL blowers  
allow you to get the work done  
as comfortably as possible.

### ANTI-VIBRATION SYSTEM

With an anti-vibration system  
designed to help minimize  
operator fatigue on select  
models, STIHL blowers are built  
for performance and comfort.

### ElastoStart™ HANDLE

Available on select models, the  
ElastoStart™ handle provides  
users with a built-in shock  
absorber for smoother starting.



### REDUCED EXHAUST EMISSION ENGINE

Our handheld blowers have a fuel-  
efficient and low-emission engine,  
while our battery models eliminate  
exhaust emissions altogether.

### HIGH-TECH POLYMER HOUSING

Lightweight, built to withstand  
impact and corrosion resistant, the  
construction of our blower housings  
is a testament to STIHL durability.

### PERSONAL PROTECTIVE EQUIPMENT

With a range of glasses, gloves, and hearing  
protection, STIHL has you covered with the  
gear you need to help keep you protected.



SCAN TO  
EXPLORE  
MORE

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# Walsworth and STIHL: Meeting The Needs of a Large Operation

## Background

STIHL, a century-old company, is a global leader in outdoor power equipment. The company was founded in Germany in 1926, originally focusing on producing and selling chainsaws. In the 1970s, recognizing the US market's significance, STIHL established its headquarters in Virginia Beach, Virginia. With over 2,700 employees and a massive campus, STIHL has become a major player in the American market and now produces a huge variety of high-quality power tools for home and professional use.

STIHL's procurement office approached Walsworth Sales Representative Sallie Buck in the spring of 2020 with a proposal to print their eight annual catalogs. This represented a significant opportunity for Walsworth to accept a large-scale project for a high-profile customer.

## Challenge

Along with this exciting opportunity came some unique challenges. Unlike the majority of Walsworth's previous printing projects, STIHL requested that Walsworth work directly with its eleven nationwide distributors. This meant Walsworth would receive and fulfill individual purchase orders from each distributor, adding a layer of complexity to the order management process. Additionally, managing multiple catalogs with varying quantities, page counts and trim sizes, coupled with coordinating production across two Walsworth plants, demanded sophisticated project management.

## Solution

Walsworth accepted the STIHL challenge and developed a comprehensive strategy to manage their complex project. The team collaborated closely with STIHL's procurement office and the designated design firm. A detailed production schedule was created, considering the varying requirements of each catalog. To streamline the order fulfillment process, efficient systems were implemented to manage purchase orders and invoicing from eleven different distributors, as well as distribute products directly to those distributors. Walsworth's production facilities in Marceline, Missouri, and Saint Joseph, Michigan, were coordinated to optimize resources and meet STIHL's deadlines.

## Results

The first year of the partnership was a success, demonstrating Walsworth's ability to handle the complex logistics and production demands. The strong performance led to a contract extension for two additional years, and as of 2024, Walsworth continues to meet STIHL's printing needs with no end in sight.

## Conclusion

The partnership between Walsworth and STIHL exemplifies the successful management of a large-scale, complex printing project. By effectively coordinating multiple stakeholders with differing needs, Walsworth demonstrated its ability to deliver high-quality products and exceptional service. The partnership has proven to be mutually beneficial, with both companies achieving their respective goals.

