

A Case Study  
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MORE HOLDING POWER

# DIGGER ANCHOR ICE

## #6 COYOTE



These fur forms are made from the finest heavily coated galvanized steel. The right shape for proper pelt handling and are equipped with heavy duty hooks that don't slip.

# ATLAS TRAPPING GAUNTLETS

Chemical and Abrasion Resistant with Nitrile Coating & Cotton Lining

- Bicep Length
- Liquid Proof & Flexible
- Extreme Protection
- Great for Field Dressing Big Game



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# UNIVERSAL EAR HITCH

[www.diggeranchor.com](http://www.diggeranchor.com)

## #5 FOX & RACCOON STRETCHER

These fur forms are made from the finest heavily coated galvanized spring steel to give you years of service. The right shape for proper pelt handling and are equipped with heavy duty hooks that don't slip.

# SWIVELS

Multi-Purpose Swivels

This swivel is the most essential piece of equipment that you can add to your trap. They will deliver years of reliable performance and have been proven to be more humane to your catch. Pack includes 12 swivel bodies and 24 heavy-duty hooks.



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## #5 FOX & RACCOON STRETCHER

# W | Minnesota Trapline Products

## Minnesota Trapline Products, Inc.

Professionally Tanned Red Fox

Premium-grade red fox furs will give your home or cabin doors touch. All are trapped when the fur is at its prime. You receive it in the best possible condition. Each average beautiful animal is a limited northern fur of home or office. Very soft and silky for rustic or professionally tanned leather and vibrant color to your pelt. Can be used for wall hanging to...

# The Storefront Solution: How Minnesota Trapline Streamlined Print Ordering

## Background

Minnesota Trapline Products, Inc. started as a small family-run business and has grown to become the world's largest direct retail trapping supply company. They provide high-quality trapping equipment, baits, lures and outdoor supplies to customers worldwide. In addition to retail sales, they manufacture durable, specialized, heavy-duty trap line equipment.

Since 2011, Minnesota Trapline has been a valued Walsworth customer. To improve efficiency, they adopted Walsworth's storefront solution to simplify ordering printed materials, including essential items used in manufacturing such as flat tags, labels for boxes and bags and display rack tags.

## Challenge

Before implementing a storefront solution, Minnesota Trapline faced several challenges that impacted their workflow:

- Manual order placement and overwhelming content management and submission
- Time-consuming order process, risking incorrect file uploads and inconsistent print instructions.
- Difficulties managing 140+ unique printed items without an organized system, resulting in inefficiencies and confusion
- Challenges ensuring printed materials were ordered accurately and arrived on time to support manufacturing

## Solution

Walsworth's storefront solution offered Minnesota Trapline a streamlined, self-service platform to independently place orders for their printed materials. Key features of the solution include:

- 140+ unique items available for quick selection in a well-organized storefront
- Pre-set instructions and quantities for improved accuracy
- Direct-to-production processing using digital print capabilities, ensuring quick turnarounds and flexible order quantities
- Convenient "pack" options designed to match their manufacturing process, ensuring they receive the materials in the right format for their production lines

Minnesota Trapline's dedicated customer service team provided excellent support by responding quickly to requests, adjusting the storefront as needed and ensuring a seamless experience for Minnesota Trapline.

## Results

Since implementing the storefront solution, Minnesota Trapline has experienced significant improvements:

- **Time Savings:** Hours saved with each order by reducing back-and-forth communication and file uploads.
- **Order Efficiency:** Streamlined ordering resulting in minimized errors
- **Enhanced Flexibility:** Any team member can now place orders independently
- **Production Support:** Ensuring printed materials are delivered on time in the right quantities has improved manufacturing efficiency.

"So much time is saved. I can quickly order everything I need with a few clicks and not have to email multiple files, proof files, relay quantities and then wait for printing. It saves hours."  
– Erin Watson, Vice President of Operations.

Through Walsworth's storefront solution, Minnesota Trapline Products has improved operational efficiency, reduced order errors and saved considerable time in their print ordering process. By combining advanced technology with exceptional customer support, Walsworth continues to be a trusted partner for Minnesota Trapline's printing needs.

