

# Fujitsu General America

## Overview

Fujitsu General America needed a modern, centralized system to manage branded merchandise, literature fulfillment, and its loyalty-funded distributor program. For more than a decade, the company has relied on AO Swag to maintain brand consistency, reduce operational waste, and deliver a seamless ordering experience across North America.

## Challenges

As Fujitsu expanded its brands and distributor network, maintaining consistency became more difficult.

The team needed a system that could support multi-step ordering across several platforms, reduce outdated print materials, and simplify fulfillment for both U.S. and Canadian distributors, all while preventing off-brand purchases.

## AO Swag Solution

AO Swag built a fully integrated storefront that connects Fujitsu's distributor portal, funds management system, and the AO ordering platform. The store centralizes apparel, promo products, multilingual literature, and multiple brand categories in a single, controlled environment.

Print-on-demand eliminated most waste from outdated materials, while AO's responsive customer service ensured fast, accurate fulfillment for events and ongoing distributor needs. The partnership also provided stability through two major ecommerce transitions.



## Objectives

Fujitsu aimed to centralize merchandise, enforce brand standards, streamline loyalty-funded orders, and reduce the print waste that resulted from outdated literature. It also needed a scalable solution that would withstand multiple system migrations.

## Results

The integrated storefront significantly reduced rogue ordering and strengthened brand consistency across Fujitsu's product lines. Print-on-demand dramatically cut waste and unnecessary reprints. Distributors now enjoy a seamless, loyalty-funded ordering experience that requires minimal internal oversight.

The Fujitsu team cites reliability, responsiveness, and long-term trust as key reasons they've stayed with AO Swag for more than 10 years.

"AO Swag has always been incredible to work with. They consistently come through for us, even on last-minute needs, and there's never been a reason to switch. The service, support, and reliability have been outstanding for years."

– Fujitsu - Gail Kearney, Marketing and Graphics Manager

**10+ Years**  
of partnership

Significant reduction  
in rogue/off-brand  
orders

Seamless 3-system  
integration supporting  
thousands of distributors

Major decrease in  
print waste due to  
on-demand production