A leading supplier of guitar parts no longer sings the cash flow blues.

**Case Study:**
**WD® Music Products**
Founded in 1978, WD Music Products is one of the largest suppliers of stringed instrument parts. Today, they sell products worldwide, and consider themselves a one-stop shop for the guitar business.

**Challenge**
WD Music’s biggest challenge can be summed up in two words: cash flow. Their capital was often tied up in in-transit inventory, leaving them unable to place new orders until they got paid.

**Solution**
UPS Capital Cargo Finance®, a unique and simple alternative financing solution that turns in-transit inventory into working capital.

**Results**
WD Music was able to target larger customers, invest in new equipment and technology and increase staffing — all resulting in a 20% increase in revenue.

WD Music is a one-of-a-kind company, but their path to growth was blocked by a problem faced by thousands of small and mid-sized businesses: their precious capital was tied up in a long cash-conversion cycle.

WD Music had to pay suppliers in full for guitar parts and wait weeks or months to recoup the cash from customer sales. This left them without the working capital to buy more inventory, fulfill more orders and create a healthier, more profitable business.

One day, UPS Capital® sales representative, Greg Kleehammer, asked Larry Davis, Vice President of WD Music, a simple question: “What if you could take one of your company’s biggest assets — your in-transit inventory — and turn it into working capital?” That’s how Larry discovered an alternative-financing solution that quickly opened the door to more growth, more prosperity and a lot less stress.
Why UPS Capital? Nobody understands transportation and logistics like UPS. And while you’ve probably never thought of a UPS company for financing and insurance services, our global supply chain expertise uniquely positions us to help protect companies from risk, and leverage cash in their supply chains. Insurance companies and banks can’t say that.

Note: Businesses must be based in the U.S., have a minimum of $2MM in annual revenue, 3 years of operating history and import goods.

Loans are made in California pursuant to a Department of Business Oversight Finance Lenders License. Products may not be available in all areas and may be modified based on requirements. Check with your UPS Capital representative for local availability. Businesses must be based in the U.S., have a minimum of $2MM in annual revenue, 3 years of operating history and import goods. Credit availability is subject to approval.

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