



Rapid Visual Solutions specializes in point-of-purchase retail solutions, ranging from in-store signage and displays to exterior graphics.

The company's foundation is built on empowering its employees to take action, accountability, maintaining customer commitments, and driving tasks through successful execution. Rapid Visual Solutions creates and implements innovative solutions to bring our clients' ideas to life. Our clients depend on our service-and-execution approach, which is constantly evolving to meet market demand for new product options and rapid delivery.

 **14**
EMPLOYEES

 **\$1.3M**
INCREASE IN SALES
SINCE AUGUST 2019

 **18**
INCREASE OF D&B
PAYDEX® SCORE
SINCE AUGUST 2019

PRODUCT USED:

D&B CreditBuilder

Rapid Visual Solutions Becomes a Rapid Success

The statement "A journey of a thousand miles begins with one step" holds true for the founder of Rapid Visual Solutions and the road map he used to establish the company. He had an idea about improving the point-of-purchase experience for customers and developed it into a plan, but he faced the arduous task of finding the resources to carry out expedited projects. The founder planned to use the networks and experience he had built over 20 years in the industry, provide services to clients with a special focus on time-sensitive projects, and then fabricate and distribute the final products. The initial phase for the business started at home in his garage.

While testing the market and ironing out business obstacles, he found the idea had potential. He made the decision to part ways with his employer and partnered with two established point-of-purchase production facilities. Eventually, Rapid Visual Solutions was lucrative enough to open a full-service production facility in the Northeast, as well as sales offices in the Southeast, the Midwest, and (soon) on the West Coast.

Since 2019, the founder has invested in additional equipment and brought on several employees. Today, Rapid Visual Solutions has become a thriving enterprise.

THE CHALLENGES OF DOING BUSINESS

The biggest challenge in operating this new company was that a good number of material suppliers did not offer the company enough credit to fulfill large orders while allowing the business to maintain a positive cash flow. Many of Rapid Visual Solutions' clients required 30-day terms or more, which meant the founder was injecting his personal funds into the business to cover the waiting periods.

Rapid Visual Solutions was a new business, and many outside vendors required a financial history before they would consider opening a line of trade credit. Many asked for the company's [Dun & Bradstreet D-U-N-S® Number](#). The founder needed a way to show the business was financially stable, which led him to [CreditBuilder™](#).

INCREASING CASH FLOW WITH BUSINESS CREDIT

When the founder took a proactive approach to building his business credit file, it positively impacted his business's cash flow. Rapid Visual Solutions established business credit scores and ratings using CreditBuilder and was able to get 30- and 60-day terms with vendors. In just 11 months, the company progressed from not being able to obtain a line of credit to leveraging more than \$250,000 in trade credit, which has facilitated the company's continued growth.

The founder plans to continue evolving Rapid Visual Solutions through strategic development and progressive steps.

“CreditBuilder helps us get to where we need to be. That is worth every penny.”

— Alan A., Managing Partner, Rapid Visual Solutions

ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. Twitter: [@DunBradstreet](https://twitter.com/DunBradstreet)

© Dun & Bradstreet, Inc. 2020. All rights reserved. (CREATIVEUX-1828 3/20)