

How a Polish Apparel Manufacturer Generates 100+ Buyer Inquiries Monthly Across Europe

CLIENT

Distern

INDUSTRY

Apparel Mfg

PARTNERSHIP

2+ Years

RESULT

100+/month

Executive Summary

Distern, a Polish apparel manufacturer with 30 years of experience, partnered with ProspectX to expand their B2B client base across Europe. Using hyper-personalized cold email campaigns, we generated over 100 qualified buyer inquiries per month — consistently for 2+ years. This case study reveals the exact approach, key insights, and lessons learned.

About Distern

Distern is a Polish manufacturer specializing in knitted apparel and accessories with 30 years of production experience. They offer two cooperation models:

- **Private Label:** 1,000+ ready designs branded with client's logo
- **Private Pattern:** Fully custom collections designed from scratch

Their portfolio includes major brands: Vistula, Big Star, 4F, Medicine, Answear. They operate across Poland, Finland, Germany, Italy, Belgium, Ireland, Czech Republic, Croatia, and Switzerland.

The Challenge

Distern wanted to systematically expand their B2B client base across Europe. Target buyers:

- Fashion brands looking for manufacturing partners
- Boutiques needing custom apparel
- Sports clubs and fan clubs wanting branded merchandise
- Marketing departments ordering promotional clothing

Traditional channels — trade shows, referrals, inbound — weren't generating enough volume.

Our Approach

1. Infrastructure Setup

We built a robust sending infrastructure using 10 domains to ensure deliverability and scale — reaching hundreds of potential buyers weekly while maintaining sender reputation.

2. Multi-Segment Targeting

We tested multiple buyer segments across Europe: category buyers at fashion brands, purchasing managers at boutiques, marketing directors at sports clubs, and procurement contacts at corporations.

3. Hyper-Personalized Messaging

Every email was tailored to the recipient's role. Core approach: ask whether the person is responsible for the relevant area (e.g., "Are you handling merchandise partnerships at [Club Name]?"). This question-first approach achieved significantly higher response rates than direct pitches.

4. Six-Email Sequence

EMAIL	TIMING	PURPOSE
1	Day 1	Initial outreach — responsibility question
2	Day 3	Follow-up — additional context
3	Day 7	Value proposition — specific capability
4	Day 12	Social proof — existing clients
5	Day 18	Different angle — alternative use case
6	Day 25	Break-up email — final attempt

5. Continuous Optimization

Over 2+ years, we systematically tested every variable: segments, job titles, messaging angles, timing, and geographic focus.

Key Findings

FINDING #1

Mid-Level Managers Convert Best

We tested C-level, directors, managers, and procurement specialists. Highest conversion: **mid-level managers** — not too senior (hard to reach), not too junior (no authority). Titles like Category Manager, Merchandise Manager, and Marketing Manager consistently outperformed.

FINDING #2

DACH & Scandinavia Outperform Other Regions

DACH (Germany, Austria, Switzerland) and Scandinavia delivered highest quality responses: higher response rates, more professional communication, faster decisions, willingness to work with Eastern European manufacturers.

FINDING #3

Sports Clubs — An Unexpected Goldmine

Initially a test, sports clubs became one of the highest-converting segments. Football clubs, hockey teams, and sports associations actively seek manufacturing partners for fan merchandise. Less competition, higher receptivity than fashion brands.

FINDING #4

Questions Outperform Pitches

Emails starting with a direct question outperformed value propositions. The question approach: feels less salesy, qualifies immediately, invites response (even "no, but talk to X"), opens conversation.

FINDING #5

Seasonality Matters

Response rates dropped during summer (July-August) and December holidays. We scaled down during these periods and ramped up in Q1 and Q4 when buyers plan new collections.

Results

100+

qualified inquiries per month

2+

years of partnership

The system delivered consistent results month after month, creating a predictable pipeline. Distern could plan production capacity and focus sales team on closing deals rather than finding leads.

"I am very satisfied with the lead generation service that Kacper provides for our company. Working with Kacper is truly excellent — he understands our needs and runs our projects with great commitment. I highly recommend working with Kacper."

Paweł Szokaluk

Owner, Distern

Lessons Learned

Test Everything, Assume Nothing

Our initial assumptions were wrong. Sports clubs weren't in the original plan. Systematic testing revealed opportunities we would have missed.

Consistency Beats Intensity

Steady outreach over 2+ years built reliable pipeline. This approach respects deliverability limits and creates sustainable results.

The Right Person > The Right Message

A mediocre email to the right person outperforms a perfect email to the wrong person. Invest in identifying who makes purchasing decisions.

Methodology Summary

Component	Details
Infrastructure	10 sending domains, warmed and maintained
Target Markets	All Europe, focus on DACH + Scandinavia
Target Segments	Fashion brands, boutiques, sports clubs, corporate
Target Titles	Mid-level managers (Category, Merchandise, Marketing)
Outreach Method	Cold email only (no LinkedIn)
Sequence	6 emails per prospect over 25 days
Duration	2+ years ongoing (since January 2023)

Ready to Generate Similar Results?

If you're a manufacturer looking to expand your B2B client base across Europe, we can help you build a similar system.

[Book a Strategy Call](#)

Or email directly: casper@getprospectx.com