

SERIGRAPH WOWS BRANDS WITH SHOPPER MARKETING INNOVATION

SHOP Serigraph.
Creativity &
customization is
our sweet spot

“ Serigraph understands our business; they can read our documentation and know our limitations. They solve our creative problems because they have the expertise. ”

– VP, ISOP Operations
Leading Shopper Marketing Company

CHALLENGE:

Leading Shopper Marketing Company faced growth hurdles:

- CPG customers [P&G, SC Johnson] demand quality, innovation, and responsiveness
- Merchandising solutions require innovation and customization
- Unproven supply chain for merchandizing capabilities
- Aggressive deadlines to match brand launches and market whims
- Logistics complexity – Kit pick and pack, national scale, etc.

SOLUTION:

Serigraph’s industrial and structural design created a suite of merchandising solutions at a variety of price points, while leveraging our Flex-force to deliver accurately and on-time.

RESULTS:



NEW REVENUE
STREAM



PRODUCT
INNOVATION



RELIABLE, ON-
TIME-DELIVERY

- Established new market for customer resulting in 10% growth [\$5M new revenue]
- Designed solutions that were scalable and manufacturable
- Drove product launch sales through eye-catching print effects
- Delivered 250,000 kits to 70,000 locations accurately and on-time