

SERIGRAPH PUTS THE FAST IN FAST FOOD PROMOTIONS



Sink your teeth into delicious, P-O-P success with Serigraph.
Contact us today.

MEET THE CUSTOMER

- Top US QSR
- 2200 Franchise Locations



PROBLEMS:



Too many print vendors = brand identity chaos



P-O-P materials arrived late for media launches



Poor Quality + OTD Errors = excess + waste

« 10 Week Lead Time on Promotions » 🤔

SOLUTIONS:

SERIGRAPH consolidated printing + fulfillment for economies of scale.



Integrated Solution



“The ordering system has given us a great marketing advantage to be nimbler and responsive to market conditions.”
— VP, Print Production & Fulfillment
Top 10 National QSR



Web-based Marketplace

SERIGRAPH automated orders and promotions through technology, reducing errors by **96%**.

The Need for Speed



SERIGRAPH improved speed to market by **60%**

RESULTS:



\$750K ANNUAL PRINT SAVINGS



IN-RESTAURANT 6 WEEKS FASTER



ORDER ACCURACY REDUCED INVENTORY BY \$1MM