

# SERIGRAPH SPRINGS CUSTOMER INTO MARKET

Lackluster product  
design causing you  
sleepless nights?

PARTNER WITH US

“ We use a PPM approach to measure quality on incoming product. Serigraph is so good on quality they aren't even on my radar. ”

– Director, Product Management  
Premium Bedding Manufacturer

## CHALLENGE:

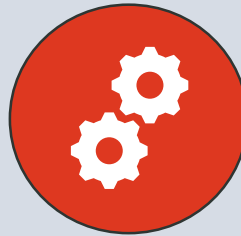
**Premium Bedding Manufacturer** faced numerous production issues:

- Intermittent quality issues within supply chain
- Just-in-time supply chain strategy amplified supply chain disruptions
- Complex supply chain, large number of vendors
- Numerous SKUs and configurations created complexity

## SOLUTION:

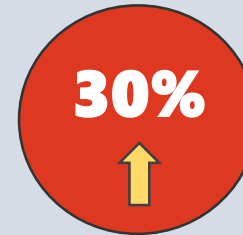
Serigraph leveraged expertise in In-Mold Decoration engineering, tool design & support, color & surface coating, screen printing, forming, die cutting, molding, hand application adhesives, packaging and product testing to deliver a product that positioned them as the LEADER in its space.

## RESULTS:

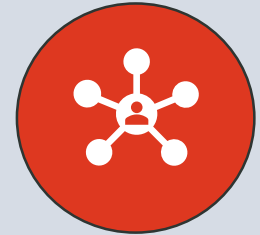


INDUSTRY-LEADING  
TECHNOLOGY

- Raised average ticket price 428%
- Increased new product sales by 30-40%
- Shortened timeline from concept to development



NEW  
PRODUCT SALES



SIMPLIFIED  
SUPPLY CHAIN

- Simplified supply chain by eliminating several vendors
- Improved quality