

“ Serigraph makes me look good via sourcing, coming up with new ideas, solving problems, and cutting down on material cost. ”

- Agency Production Services Lead
Advertising Agency/QSR

SERIGRAPH BRINGS EXPERTISE TO AOR

Delivering Speed, Savings,
and Quality

CHALLENGE:

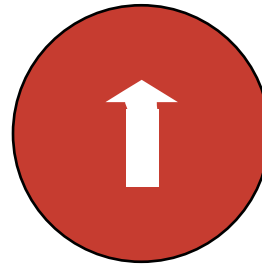
Top US Ad Agency looked to retain and grow customer base:

- Complex supply chain
- Diminished print quality
- Market volatility
- Low-margin work for fast growing customers

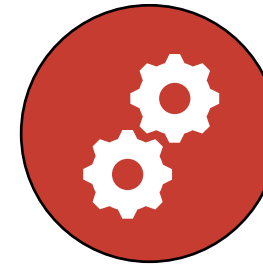
SOLUTION:

Serigraph consolidated supply chain by producing high and low volume P-O-P in-house. Deep experience in the market enabled Serigraph to help the agency anticipate and respond to their customer's needs, while also providing center of excellence leadership and service.

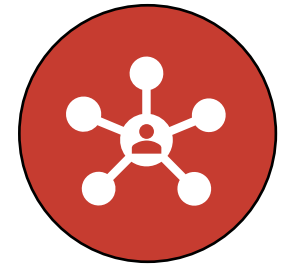
RESULTS:



INCREASE
IN QUALITY



INNOVATION



SIMPLIFIED
SUPPLY CHAIN

- Print quality improved-consistently and across Digital, Screen, and Offset formats
- Response time was abbreviated-speed to market increased
- Reduced cost through consolidation to achieve economies of scale and volume discounts
- Improved service from Serigraph and provided agency time to focus on creative