

“ 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:

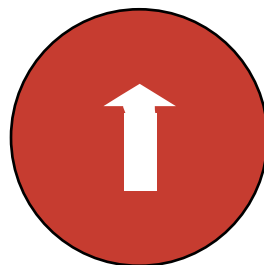
Top US Ad Agency looked to retain and grow customer base:

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

## SOLUTION:

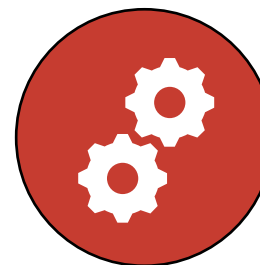
Serigraph consolidated supply chain by producing high and low volume P-O-P in-house. Deep experience in the market enabled Serigraph to help the agency anticipate and respond to their customer's needs, while also providing center of excellence leadership and service.

## RESULTS:



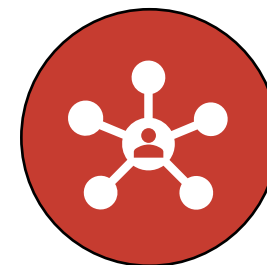
INCREASE  
IN QUALITY

Print quality improved-consistently and across Digital, Screen, and Offset formats  
Response time was abbreviated-speed to market increased



INNOVATION

Reduced cost through consolidation to achieve economies of scale and volume discounts  
Improved service from Serigraph and provided agency time to focus on creative



SIMPLIFIED  
SUPPLY CHAIN