

SERIGRAPH DRIVES VALUE FOR CREATIVE AGENCY

Pricing transparency and
continuous improvement
cut costs

“ There were times when we would make last-minute changes and get some extreme demands from [our customer]. [Serigraph] would always manage to work miracles. ”

- Agency SVP
Quick Serve Restaurant/Agency

CHALLENGE:

Creative Agency forced into zero-based budgeting for customer, facing:

- Quality, accuracy, and on-time deficiencies
- Complex supply chain with redundancies
- Declining sales

SOLUTION:

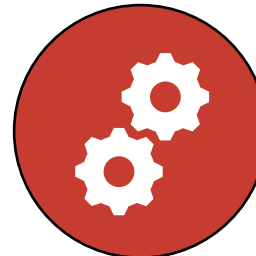
Serigraph consolidated supply chain by producing high and low volume P-O-P in-house, as well as kit-packing and fulfillment. Transparent simplified pricing and innovative material/print recommendations lowered cost overall while maintaining agility and quality.

RESULTS:



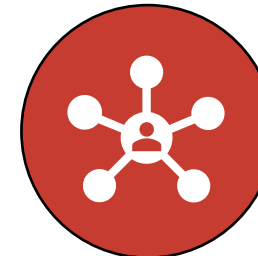
SAVINGS

Increased promotions (agency business) drove increased sales (customer business)
Improved quality, delivery and kit accuracy with end-to-end oversight in one location



INNOVATION

Consolidated seven vendors into a single, centralized production and fulfillment source
35% cost savings through innovation



SIMPLIFIED
SUPPLY CHAIN