

SERIGRAPH PUT THE *FAST* IN FAST FOOD PROMOTIONS

Sink your teeth
into delicious
POP success with
Serigraph

“ 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

CHALLENGE:

Top-10 National QSR Brand faced production and logistical problems:

- Market and media launch dates missed due to late or incorrect promotional materials
- Manual ordering process resulting in 10 week lead times
- Brand inconsistencies across 12 print suppliers
- Frequent errors/ quality issues required mandatory 10% overs on all materials

SOLUTION:

Serigraph's integrated solution consolidated the printing and fulfillment under one roof and established a dedicated, web-based Marketplace.

RESULTS:



FASTER-TO-MARKET
DELIVERY



COST
SAVINGS



INVENTORY
REDUCTION

- Launch time decreased by six weeks
- Scheduling and Reporting reduced from 14 days to 10 minutes
- Errors reduced by 96% per promotion
- Overage reduced by \$1MM