



Imagine. Innovate. Integrate.

Customer Analysis Overview

Retail POP

SERIGRAPH
3801 E. Decorah Road
West Bend, WI 53095

www.serigraph.com
Telephone: (262)335-7200

Business Impact

- ✓ Revenue
- ✓ Cost Savings

Business Description

This organization is the marketing wing of one of the largest publishers in North America. This business unit provides marketing services to customers that want to advertise through newspaper inserts and in-store displays.

The company buys store space in grocery stores, department stores, convenience stores and drug stores. It then sells that floor space along with associated marketing (floor graphics, cart advertisements and shelf talk units) and merchandising (banners, window ads and more).

This marketing space requires significant customization and configurability. Agencies that work with large companies such as SC Johnson and Procter & Gamble will often come to the company with an idea for marketing within the aisle or store space. But they need the company to come up with designs or plans for the actual marketing materials.

This is where operations can get tricky. Customers often have changes mid-project which must be implemented while still meeting the original due date. It's up to the manufacturer to create an efficient supply chain and manufacturing plan that ensures ingenuity, quality and on-time delivery.

Critical Business Issues

- ✓ Complex supply chain
- ✓ Lack insight into vendor capabilities
- ✓ Supply chain disruptions
- ✓ Unchanging customer deadlines
- ✓ Lacking flexibility
- ✓ No merchandising capabilities

Results



The customization capability is very important. We need them to meet timing and partner with us because customers change their mind quite often on every execution. It's important that they are flexible with us.

- VP, ISOP Operations

Serigraph has worked with this company for over sixteen years. During this period, there has never been a quality, timing, or pricing issue. In fact, Serigraph has actually helped the company win business by contributing 10% (\$5 million) to new business growth.



We used to be just a sliver on the division's pie graph, but now we are double digits and growing.

- VP, ISOP Operations

Serigraph has helped the company acquire new business in many different ways. Sometimes it's as simple as creating a design that uses a new technology that the customer loves and is very successful. When this happens, the company has its sales reps show the new design to customers or prospects. Showcasing new capabilities or designs this way "wows" prospects and grows sales.

Other times, an agency or customer will come to the company with a difficult problem for which it is seeking a solution.

In these cases, a Serigraph representative will be asked to attend sales calls to brainstorm solutions or design mock-ups for presentation during the sales cycle.



Serigraph understands our business; they can read our documentation and know our limitations; we can trust them with complex projects.

- VP, ISOP Operations

A lot of times, the end customer is working with an agency and the agency will say, “We have a new product and we want this hanging design, for example, but we don’t know how we want it exactly.” The company will then pass on the information to Serigraph staff who will create mock-ups, give specific ideas, explain what will work and what won’t and why.



They solve our creative problems because they have the expertise.

- VP, ISOP Operations

Serigraph has grown its fulfillment center, and the company has taken advantage of that capability. Quality, delivery, service, and lastly, price is what is important to this marketing services firm.



The fulfillment center is incredibly important to us. Especially when we are late with the programs...saved our bacon more than once.

- VP, ISOP Operations

Serigraph knows how to read and decipher our requirements. This ability, combined with the centrally located offices (West Bend, WI), enables them to provide exceptionally quick delivery which provides a competitive advantage. As a result, if the program is late, which it often is, the company is still confident Serigraph will deliver. Serigraph has saved the company many times, especially since customer deadlines don't go away.

One of its main customers, Procter & Gamble, had an entirely new toothbrush product line launch last summer. The company, for the first time ever, did a comprehensive merchandising kit for that product line launch. Serigraph helped the marketing agency win the business by demonstrating samples from work done for Unilever. Like P&G, Unilever had launched an important new product. The new product required attention-getting graphics. Serigraph delivered with neon, glitter and a patented printing process that ensured on-time deliveries. The Unilever launch was highly successful. P&G desired similar success.

The P&G delivery was complicated by the fact that the company wanted kits fulfilled to tough specifications with high volume. Over 250,000 kits with 5,000,000 components needed to be shipped to 70,000 locations. So Serigraph was once again asked to be part of the solution. The two companies had all-day meetings with high-level executives and technology gurus. They brainstormed how to deliver the configurations and fulfill the volume that the P&G launch demanded. The new product launch was so successful that it secured millions in new business for the agency. The success of the new product launch for Unilever and now P&G, aided by

the heavy push from professional merchandising, has created additional lucrative incremental business opportunities for this Serigraph customer.



This got us in the game of being a merchandising force. Normally we would never win that business but we have been able to quote on more opportunities since that. It was millions of dollars in revenue.

- VP, ISOP Operations

Metrics

- ✓ Grew new business by 10% [\$5m in growth]
- ✓ Developed a new line-of-business tied to merchandise print in support of new product launches
- ✓ Serigraph fulfillment center ensures late programs get delivered on time
- ✓ Able to close new merchandising business, positioning the agency for more growth
- ✓ Improved flexibility and innovative product development
- ✓ Complex fulfillment capabilities that provide on-time delivery confidence
- ✓ Improved ability to meet unchanging customer deadlines



I have been with the company for 16 years, and we have never had an issue with Serigraph. I feel like my account is their most important account.

- VP, ISOP Operations