

# THE TOTAL PACKAGE

A complete range of in-store print support including store signage and sales collateral

## IN-STORE RETAIL SOLUTIONS

A distributed manufacturing model combined with integrated store profiling results in quicker store changeovers and substantial cost savings

### THE OPPORTUNITY

A major national retailer creates seasonal signage and in-store branding campaigns every 6 to 9 weeks, and was using multiple print vendors with a number of ship points, wherein all vendors shipped into a distribution center to supply signage and collateral to several thousand stores in the United States. The client's central distribution facility received all of the materials and then packaged and shipped unique store kits to its retail locations.

This retailer based its marketing strategy on a typical 20-week lead time from creative launch to in-store delivery, and an entire team was dedicated to handling the data logistics within the organization. This team focused on manually updating data for each individual store like the retail location's layout, store contacts and the types of display and signage that needed to be shipped to the store. The team was also responsible for managing logistics of all material handling and distribution.

### THE CHALLENGE

Managing multiple vendors, points of contact, and shipments, handling all of the kitting and shipping of store materials and tracking data across thousands of locations without errors was becoming a huge time and energy sink for this retailer. The company wanted to simplify its overall production and distribution process. In addition, the company wanted to reduce its shipping costs and improve its speed to market. Quality and color inconsistency from using multiple print facilities and technologies added yet another level of complexity.

The retailer needed one, comprehensive solution to address all of its challenges.

### THE SOLUTION

RR Donnelley examined the retailer's footprint and volume and, utilizing regional print and distribution facilities, divided the volume into "east" and "west" distribution channels. Based on the retailer's desire for reduced freight costs and turn time, RR Donnelley implemented a customized process that incorporated distributed manufacturing, kitting and shipping directly to stores with a single point-of-contact who would manage production across the newly established east and west coast distribution channels.

RR Donnelley also incorporated integrated store profiling into the retailer's overall process, which took the manual data manipulation process (that was run by a team of employees) and automated it. The Store Profile Tool contains several key components: store address information, individual store layouts, collateral and display information, business rules and specific campaign SKU/item information.

For each new rollout, a campaign is created within the Store Profile Tool based on a Campaign list provided by the retailer. The campaign is processed and production quantities are calculated based on each store's needs. Orders are then routed to production facilities by region within RR Donnelley and the content is produced, kitted and distributed directly to the individual stores.

The Store Profile Tool also stores shipping and tracking information for all packages. Not only does the tool create efficiency, but it also creates visibility and real-time data reporting for the corporate office.

RR Donnelley also utilized its proprietary color management system across each of its print companies, ensuring brand control and color consistency between locations and devices.

### What does this all mean?

- Nearly 20% faster time to market for in-store branding changeovers
- Single system for retail campaign rollouts for store locations, franchisees, or distributors
- Substantial reductions in shipping costs by using regional print and distribution channels

