



a Segerdahl company

CASE STUDY

CLIENT: Major Wholesale Club

CHALLENGE: To drive customer attention to specific products, the client leverages colorful Multi-Vendor Mailer (MVM) signs that mimic large coupons at eye level directly on the product shelves. Costly and cumbersome, the current process relied on store managers to drive the production process resulting in varying compliance and inconsistencies in signage quality.

To increase the effectiveness of these efforts, the client desired a process that could streamline the signage creation and distribution and increase control over signage quality and store compliance.

SG360° SOLUTION: After reviewing the client's infrastructure, SG360° enacted a system whereby the client would send the digital art files directly to SG360° on a monthly basis who would then print sequential sets that were shrink-wrapped and packaged into "pizza" style boxes delivered to each store location within two days.

RESULTS: By centralizing the production of all MVM signage at one location, the client regained centralized control over the signage program while significantly increasing store compliance by eliminating the store manager's involvement in the production process, allowing them to focus on the task of running their location.

And that's not all. Through this streamlined process, SG360° helped the client realize significant cost savings that also allowed for the printing of larger signage that ultimately increased visibility and drove incremental purchases.