

rrd BUSINESS SERVICES

ENABLING COMPANIES TO SERVICE AND STRENGTHEN CUSTOMER RELATIONSHIPS WITH MAXIMUM EFFICIENCY





**AUTOMOTIVE PARTS
& SERVICE RETAILER**

PUTTING THE PEDAL TO THE METAL TO INCREASE MARKETING EFFECTIVENESS

AUTOMOTIVE PARTS AND SERVICE RETAILER CASE STUDY



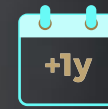
RRD'S SOLUTIONS

- Placed print production specialist on-site
- Overhauled color and brand standards
- Implemented advanced digital asset management system
- Unified network of key existing vendors
- Automated business card production, on-demand signage system and more
- Achieved more secure kitting processes
- Secured flat postage rates for weekly and seasonal mailing costs



RESULTS

DURING THE FIRST YEAR



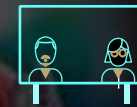
+350
Production
orders



+15%
Increase
in savings



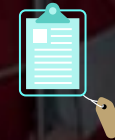
Further process
& creative
improvements



Weekly and monthly signage campaigns consistent with current branding



Seasonal mailings delivering considerable savings over previous formats



A new electronic stationary system, truck wrap project across multiple brands and label solutions for in-store price labels



Expanded services for additional labels, documents, warehouse and fulfillment programs, and multichannel campaigns for customer acquisition, cultivation, and retention

PUTTING THE PEDAL TO THE METAL TO INCREASE MARKETING EFFECTIVENESS

AUTOMOTIVE PARTS AND SERVICE RETAILER CASE STUDY



RRD'S SOLUTIONS

- Placed print production specialist on-site
- Overhauled color and brand standards
- Implemented advanced digital asset management system
- Unified network of key existing vendors
- Automated business card production, on-demand signage system and more
- Achieved more secure kitting processes
- Secured flat postage rates for weekly and seasonal mailing costs



RESULTS

DURING THE FIRST YEAR



+350
Production
orders



+15%
Increase
in savings



Further process
& creative
improvements



Weekly and monthly **signage campaigns** consistent with current branding



Seasonal mailings delivering considerable savings over previous formats



A new **electronic stationary system**, truck wrap project across multiple brands and label solution for in-store price labels



Expanded services for additional labels, documents, warehouse and fulfillment programs, and multichannel campaigns for customer acquisition, cultivation and retention

THANK YOU FOR YOUR TIME

rrd

Rachel Haas
Sales Consultant
Rachel.J.Haas@rrd.com
352-231-1034