



National Restaurant Chain Benefits From Full-Service Printing and Fulfillment



Challenge: The vice president of marketing of a large national restaurant chain was seeking an easier, less costly and more environmentally friendly way to print, store and distribute customized menus, table tents and check stuffers for the restaurant's numerous locations across the country. Many items varied by region and location, but to keep costs in control the company was printing the items offset in large quantities. When they wanted to make changes they had to wait for enough items to gang together to justify a print run. Also, they often ended up with a large amount of wasted materials when a new product rollout occurred. Their marketing department personnel spent nearly two weeks manually counting out and preparing the materials to be shipped to each location, and requests for additional items took nearly two hours a day to fulfill.

Solution: We helped this company by taking over all of the printing, warehousing, kitting and fulfillment. An online storefront was created that allowed each location to order their own personalized materials as needed, that we printed and fulfilled, rather than the restaurant's own corporate office personnel. The printing of all items was done digitally, on demand, which meant a huge decrease in obsolete materials that ended up being thrown out. To help meet the client's environmental goal, the menus were printed on FSC-certified paper.

Results: With the online storefront in place and all printing, warehousing, kitting and fulfillment now handled solely by us, this company has been able to concentrate on growing their brand. Since implementation of the online ordering and fulfillment system, they have added more locations. They are very happy with the reporting capabilities we are able to provide which allows them to track orders and inventory in real-time and control costs.

