



## Advance Your Reputation and Streamline Your Marketing Operations

*You are the keeper of your brand. You are charged with managing complex marketing operations processes when producing, warehousing and shipping marketing literature, packaging, documentation, point-of-sale displays, giveaways, signage and other materials used in your sales and marketing efforts. Like many organizations, your marketing supply chain is made up of many partners both inside and outside — including brand managers, marketing service providers and agencies, direct sales teams, buyers, printers, fulfillment houses, etc. — and all are interconnected through complex relationships with little to no measurement of efficiency.*

*With so many links in the chain, your brand and reputation can suffer. Outdated materials still circulate, your expenditures are not clear or out of control and your critical messages and brand standards are often used incorrectly among multiple offices and locations across your enterprise. There is inconsistency not only in your message, but in the quality of production.*

Standard Register's **Marketing Supply Chain Solutions** give you a single source to simplify and strengthen your marketing operations process and protect your brand. Through our professional services, industry-leading technology and our own best-in-class supply chain, we empower you to effectively support your messaging and sales efforts through management, production, sourcing, kitting, warehousing and distribution of your brand materials.

### STANDARD REGISTER ADVANCES YOUR BRAND BY FOCUSING ON KEY REPUTATION DRIVERS FOUND IN TODAY'S MARKETING SUPPLY CHAIN:

- **Brand Consistency** – Ensuring your brand guidelines and standards are expressed consistently in the market and through your sales channels
- **Security** – Adhering to the highest standards of data security and integrity as you communicate with your most valuable asset — your customers
- **Sustainability** – Working diligently with you to reduce the environmental impact of your communications initiatives
- **Quality** – Delivering flawless execution — every day, every way
- **Operational Efficiency** – Identifying key communications cycles in your business that can be improved
- **Supplier Diversity** – Helping you provide opportunities for disadvantaged suppliers who might not have the scale or ability to work with you directly

## Professional Services for Advancing Your Brand



According to the CMO Council's Marketing Supply Chain Institute, as much as 56% of marketing supply chain budgets are being spent on non-product expenditures like fulfillment, people, freight, storage, obsolescence, technology, inventory management and beyond. But

only a little over 25% of marketers have ever undertaken a comprehensive audit and analysis of costs and process efficiencies in their marketing supply chain to reduce these costs.\*

As your partner, Standard Register takes a holistic view of the specification, procurement, storage, distribution and fulfillment of branded materials across your enterprise. As your needs change, we remain flexible in order to bring you the right product at the right time in the right place, with the appropriate support. Our range of professional services help you every step of the way, through:

- **Consultative Services:** *We offer local representation for a true consultative approach.*
- **Brand Conversion Services:** *When a merger, acquisition or rebranding initiative takes place, we have the experience and systems to manage the entire process systematically from beginning to end.*
- **PrintConcierge® Network:** *Our team of over 60 commercial print experts brings the knowledge and innovation to recommend unique options and efficient sourcing of projects at competitive, transparent pricing.*
- **Design Services:** *With over 100 designers, we can meet the needs of large design, conversion and branding projects, even offering the option to work directly with a designer for immediate service through our DesignNow program.*
- **Pre-Media Services:** *We offer competitive rates and fast turnaround for file corrections and enhancements for the highest quality output.*

We back up our services with complete transparency. We work with you on agreed upon business objectives, and provide scorecard and performance reports throughout the year, tracking the results against what we said we would do.



## Smart Technology for Easy Access, Brand Consistency and Measurable Results

Standard Register's SMARTworks® platform is among the most robust e-commerce and inventory management tools in the industry. Web-enabled access to all branded materials via the SMARTworks platform provides a central point of access from which the entire organization can quickly access, create and order the latest, fully compliant marketing materials. Collateral and business stationery can be converted to variable print items, allowing for personalization options while preserving and protecting brand consistency.

What's more, the platform provides usage reporting and ordering metrics to help you evaluate the effectiveness of your marketing materials, and it enables Standard Register to provide you with program updates, share savings analysis and identify future projects.

## Best-In-Class Supply Chain from Start to Finish

Standard Register offers a best-in-class supply chain, revolving around our own unique production capabilities and our diverse partner base, to get you the highest quality at competitive rates. We bring efficiency to your marketing operations by offering a full range of branded materials and production capabilities such as:

- *Commercial print (window clings, point-of-purchase, presentation materials, calendars)*
- *Wide-format print (posters, banners, awareness materials)*
- *Promotional products*
- *Corporate identity materials (business cards, stationery, notepads, envelopes)*

We strengthen the chain further with our digital printing capabilities. Digital printing addresses growing concerns about waste and obsolescence across marketing materials and allows more current and customizable content through Web-to-print and variable data printing. Now marketers can send personalized messages with up-to-date content, without fear of wasted material with out-of-date or off-strategy messages being stockpiled in inventory. Plus, lower production quantities reduce inventory, storage charges and waste.



Standard Register completes our comprehensive offering with sourcing, kitting, warehousing and distribution capabilities. Our ability to quickly print and distribute marketing materials provides you with the ability to quickly respond to changing

market needs. Our national network of digital print and fulfillment centers, warehousing and logistics ensures consistent quality and brand integrity, and by producing close to the end delivery point, saves you shipping costs, improves speed-to-market and provides for disaster recovery.



### OUR MARKETING SUPPLY CHAIN SOLUTIONS HELP YOU:

- *Efficiently control your brand across your enterprise and dispersed geography*
- *Provide consistent brand and customer experiences*
- *Increase your speed-to-market*
- *Comply with communication regulations in your industry*
- *Effectively support sales, awareness and communication initiatives*
- *Improve your marketing ROI*

**As you are entrusted with protecting and advancing your brand, trust Standard Register to empower you with the optimized marketing supply chain you need to efficiently control brand consistency, execute marketing communication programs and support your messaging and sales efforts.**

**Contact Standard Register today to get started.**

\* According to research conducted by the CMO Council's Marketing Supply Chain Institute, "Define Where to Streamline: Making Marketing Supply Chains More Efficient, Agile and Enviro-Friendly", 2009



[standardregister.com](http://standardregister.com)



600 Albany Street  
Dayton, OH 45417  
1-800-755-6405