



Marketing Resource Center™

Delivering peace of mind across all of your distribution channels

Whether you have a single location or a national organization, if you need custom versions or large quantities of a specific document, our customized fulfillment solutions enable you to respond to ever-changing market requirements. Our state-of-the-art secure facility features over 100,000 square feet centrally located in Denver, Colorado that is designed to house both our produced materials as well as items provided by third parties. When you choose us, you'll never again worry about inventory accuracy or the timely arrival of your materials. We promise predictable management of your products and the flexibility to do it your way.

Marketing Resource Center™ (MRC)

Control your brand integrity and marketing messages

With our online Marketing Resource Center™ you can quickly respond to the ever-changing marketplace by storing, accessing and customizing your marketing materials all in one place. Your distributors, retail network and franchisees can easily access your corporate approved marketing inventory such as brochures, direct mail, field promotions, catalogs, banners, signage, store displays, trade show materials, and other marketing premiums through a secure online ordering system.



Our user-friendly proprietary software is configured to your specific needs allowing your constituents or distribution partners password protected access to ordering tools, shopping cart functionality and reporting. Users simply click on your custom campaign icon, add their selection to the shopping cart, and submit their order. We do the rest including handwork functions such as component assembly, pick & pack, storage and returns processing. We barcode all incoming inventory, perform daily cycle counts, and scan all incoming and outgoing materials yielding precision accuracy for your peace of mind. Auto-generated order confirmations, shipment tracking links, and order receipts keep you and your recipients informed throughout the entire process. Our response time and shipment methods are structured to provide the highest level of service to your constituents and customers.

Through a web-based portal, your key stakeholders can check inventory availability, order history, and generate reports, all with just a few computer keystrokes at their desk or on their mobile device.

Let's talk about how our user-friendly online solution makes it easy for you to achieve brand consistency across the distribution landscape by controlling your brand identity, marketing messages and the materials that are being used in the field.

CASE STUDY:

Top product manufacturer reduces fulfillment costs 40%

► challenge

The largest non-tire rubber product manufacturing company in the world was faced with rising marketing costs, increased marketing support demands, and a growing worldwide sales force. In addition to increased marketing pressures, their traditional method of handling marketing support materials was failing due to antiquated systems, inadequate resources and the escalating costs of warehouse space.

► solution

We designed and constructed an online, instantly expandable, fulfillment software solution that provides easy access to over two thousand products, five different companies, twelve divisions, and facilitated client self-administered inventory management. Integrated into the client's intranet, the branded web interface enabled users to access the inventory and print on demand systems. To augment the multi-faceted packaging, We introduced: complex hand-kitting with electronic proofing to assure accuracy, reverse inventory stocking when kits are not used, and complete world-wide tracking to assure materials arrive when expected.

► impact

- > **Reduced fulfillment costs 40% over a four-year period**
- > **Increased inventory accuracy to 9.9%**
- > **Reduced delivery times from weeks to days**
- > **Successfully integrated print on demand program**