



## Wireless Retailer Thrives on End-to-End Solution

### Challenge

A massive, fast-growing wireless technology retailer had outgrown its current commercial print and promotional marketing partner. Employees at 1,600 stores nationwide were ordering materials using outdated online tools and were frequently constrained by the production and fulfillment limitations of the vendor.

### Solution

Taylor created a comprehensive solution for the retailer that leveraged our sourcing cloud, vast production network and state-of-the-art warehousing and fulfillment capabilities:

- Taylor quickly assumed responsibility for document management services, promotional marketing materials and store signage.
- Completed materials were then kitted and shipped to the entire chain of retail stores in carefully orchestrated campaign “pushes.”
- Employees were able to use Taylor’s online order platform to source everything from uniforms, branded apparel and promotional marketing items to a wide assortment of posters and signage materials.
- Taylor’s kitting expertise was also utilized for store grand openings, employee appreciation campaigns and the distribution of new hire kits direct to employee homes.

### Results

Taylor’s diverse capabilities and national reach streamlined the retailer’s entire marketing communications program.



#### BRAND BUILDING

The more extensive product set available through Taylor created additional brand communications opportunities.



#### PROCESS EFFICIENCY

Store employees were able to order marketing materials more efficiently, freeing up time to serve customers.



#### SPEED TO MARKET

Taylor’s turnkey kitting and fulfillment capabilities put materials into employees hands faster than ever before.