



CASE STUDY



**UK supermarket and
department store retailers**

AUTOMATED & SCHEDULED CUSTOMER COMMUNICATION, PLUS OPERATIONAL BACK-OF-HOUSE PRINT

AUTOMATION & SCHEDULING WITHIN THE RETAIL SECTOR

Managing variable data across multiple
store destinations

**JULY 2016 -
JULY 2017:**

- OVER 900 STORES
MANAGED IN TOTAL
- CUSTOMER
COMMUNICATION PRINTED
TO A FORTNIGHTLY
SCHEDULE

01

AlphaGraphics have been working alongside the biggest name large retailers for over 5 years, with an expert knowledge and understanding of their customer and staff, store visuals and operational print requirements.

Supplier for procedure and operational print for one of the UK's leading supermarkets, providing safety manuals, work permits and training binders with branded inners. Sequential order pads and NCRs for audit are pivotal.

02

03

Orders quoted and scheduled through an online ordering system, managing price points and product information from client data into a portfolio of ticketing and printed promotional components. Print and pack managed by location.



alphagraphics



QUALITY

Colour management ensures brand matching for UK supermarket products. Brand guidelines for both ensure continuity in print and presentation, for maximum brand awareness and visibility.

FACILITIES

With 24 hour, world class print facilities including the highest grade of litho and digital print capability, AlphaGraphics are able to complete the highest quality print in varying quantities.

PRODUCTS

Client communications are created through our innovative design and technical teams, with cross-media marketing experts and print professionals ensuring our digital, litho and large format portfolio is second to none.

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