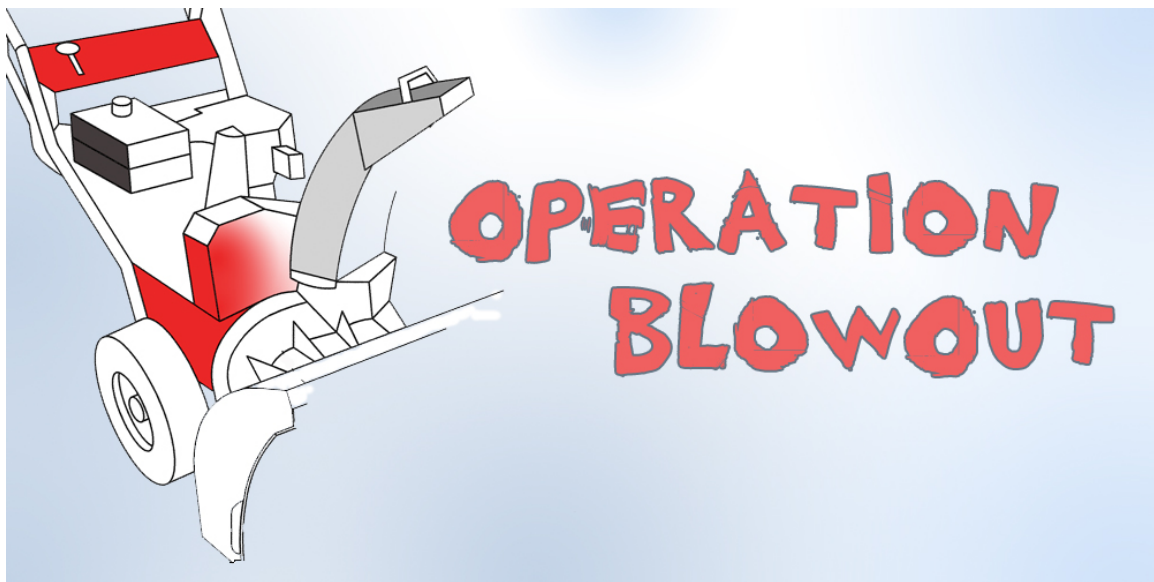


DiscBurn



# Snow Thrower “Company A” DVD Fulfillment Case Study

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## Case Study for “Company A” Snowblower Dealer DVD Fulfillment

### Company profile

“Company A” a leading North American manufacturer of snow removal equipment.

### Business situation

Increase market share and sales revenue by taking advantage of longer selling season & strong seasonal demand for snow removal category initiated by unseasonably cool fall across North America.

### Technical situation

Client approached us with the goal of distributing their 2013-14 promotional merchandising digital shelf talker DVD to their dealer network. First contact on Friday November 1<sup>st</sup> with the explicit demand of delivery to Tier 1 dealers, mail dropped no later than Friday November 8<sup>th</sup>.

Challenges:

- Cold Weather Delivery
- Custom Printed & Duplicated DVD
- Fast Turnaround
- International Mailing Component
- Time Critical Deadlines
- Stratified Mailing Rollout determined by dealer network volume ( Five Dealer Tiers)

### Solution

By quoting the project in individual international and domestic components we were able to break down the job and get competitive bid approval expedited, keeping our delivery time table intact.

Packaging the DVD in a double layer hybrid packaging solution ensured cold weather delivery success.

Our scalable manufacturing processes made completion of the printing and duplication components a breeze while our dedicated logistics department went to work lining up the Canadian postage solutions.

Mail Drop was scheduled for all dealers on Friday November 8<sup>th</sup>.

### Benefits

By focusing on the task at hand and executing our plan we were able to bring the project in at budgeted levels and deliver the product ahead of schedule. Early delivery to the dealer network has the potential to increase sales revenue and steal market share across the channel.

### Products and services used

- Logistics Management Team
- Print Production Team
- Hybrid Print Manufacturing
- Rimage, Microboards, FujiFilm, Taiyo Yuden
- UPS Mail Innovations, USPS & Canada PostD