

rrd

**CONSUMER  
PACKAGED  
GOODS**



# USING TECHNOLOGY TO CENTRALIZE AND OPTIMIZE PRINT MARKETING OPERATIONS

Consumer Packaged Goods Case Study RRD Custombuy



## RRD'S SOLUTIONS

- CustomBuy's centralized system helped the company gain new insights into print workflows, resulting in full transparency of the baseline, new items and transformational savings
- With full transparency, CustomBuy often identified RRD as the lowest-cost print production bidder. We're now responsible for printing and delivery of various marketing materials
- In addition to CustomBuy, RRD provided an on-site Print Production Specialist to work closely with company stakeholders to identify on-site savings like bundling orders, adjusting print specs and more



## RESULTS



More than **20%** total savings over the first two years



Increased diverse vendor spend by over **30%**



Increased competition and process efficiency created a **9.5%** hard cost savings



**THANK YOU**