



## A nationwide cellphone launch gets people talking.

### How we helped



Met tight deadlines



Cut turnaround times



Served multiple locations

The visual merchandising team at a major retailer had a critical business need to support a large-scale electronics product launch. The latest version of a popular cellphone was hitting the market, and the team had to have promotional materials ready for the sale date.

The retailer needed to create, print, package and distribute signs and product launch kits to 600 stores throughout the U.S. The company turned to us because we were the only print provider with a network solution capable of meeting the delivery deadline and ensuring a successful launch.

## CHALLENGES

Super-tight deadlines meant the company only had 24 hours to print signs and assemble employee product kits. The customer-facing display materials needed to reach the 600 stores throughout the U.S. that were launching the new phones. The visual merchandising team was concerned the in-demand new cellphone would reach stores before the materials were ready.

## SOLUTIONS

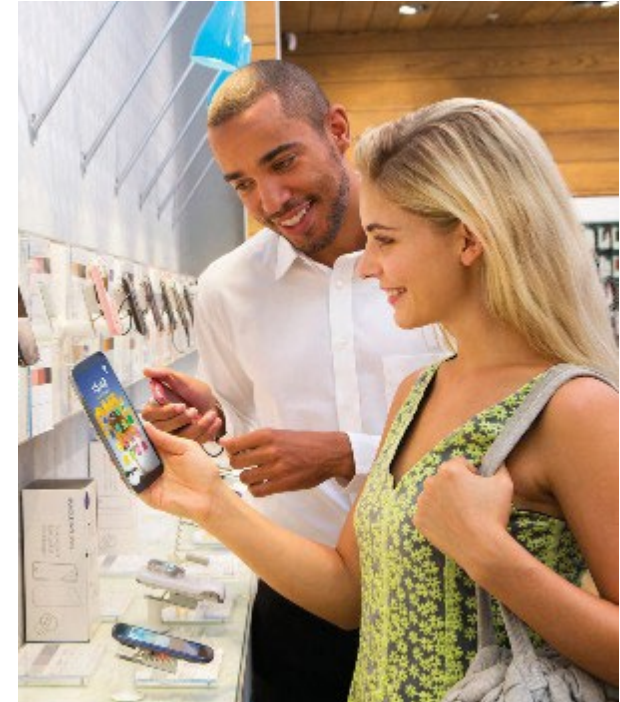
Our network of resources gave the retailer end-to-end reliability. We dramatically increased speed to market using multiple distribution points, saving the company shipping costs. The retailer gained a powerful business advantage that included high-quality print services and on-time shipping to ensure a lucrative product launch.

- **Coordinated processes.** The retailer's files were downloaded and the production process got underway.
- **Distributed print.** Files were distributed to our production centers located close to the stores.
- **Large-format printing.** Large signs and other materials were produced by our state-of-the-art production network.
- **Fast delivery.** The kits and signs were delivered in time for the launch despite a massive midwest snowstorm.

## RESULTS

The retailer kept its competitive edge. In the race to stay relevant in today's consumer electronics market, the retailer used our integrated network to successfully meet its last-minute need for product launch kits. The company made its deadline and successfully met the needs of its customers.

## By the numbers



## Connect to the possibilities

Find out how FedEx Office can help your organization with custom print solutions. Go to [fedex.com/businesssolutions](https://fedex.com/businesssolutions) or call 1.800.399.5999.