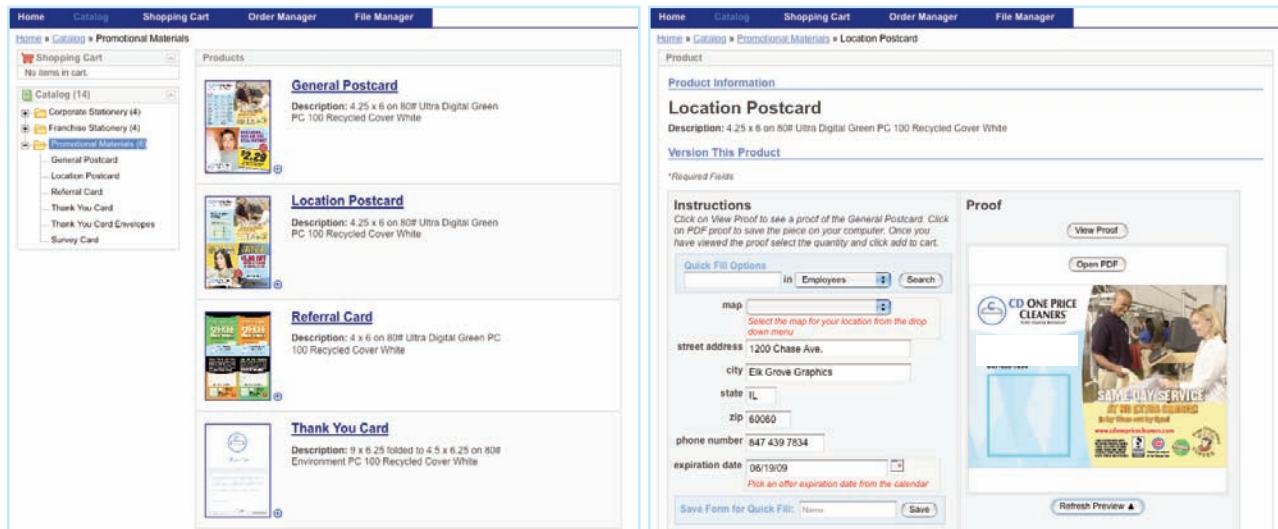


Online Ordering Tool Solves Franchise's Challenges

Challenge:

A Chicago franchise with dozens of locations needed a solution that would allow them to provide their franchisees the most up to date marketing and communication collateral: brochures, flyers, direct mail pieces and posters. They also were launching a corporate 'green' initiative, so they did not want to spend the money to print and inventory a large quantity of material with the risk of it soon becoming out of date.



Solution:

Elk Grove Graphics built an online ordering tool that not only gave their franchisees an opportunity to customize their own print collateral online, but develop a print on-demand system that eliminated obsolete inventory and storage costs.

The corporate marketing department was able to manage its brand and control its messaging better by utilizing this online repository, and the individual franchisees were able to leverage these corporate sponsored templates and customize them for their own store's marketing and promotional efforts.

Our team has developed online ordering tools for various industries. To see how this solution will enhance your green initiative and save you valuable time and money, please contact us at marketing@elkgrovegraphics.com. You can also see other solutions on our web page, www.elkgrovegraphics.com.

