

We help CEOs and CMOs reduce bottom line costs by taking an objective and holistic look at spend across all spectrums of print applications and organizational needs.



RAD Graphics, Inc.

**LEVEL 1** Competitive bidding on individual projects and items. This is where most cost cutting activity takes place, but it's only scratching the surface.

**LEVEL 2** Preservation of cash is paramount. Evaluate all sectors and identify where most spend is occurring. Look at Manufacturing; Operational; Merchandising; Marketing

**LEVEL 3** Most unrealized cost savings exist here

- Design/size of the printed product
- Material specified
- Proper vendor selection
- Ordering frequencies vs. production efficiencies
- Collaboration between departments

**LEVEL 4** Values and Needs

- Time & resources to procure print. Web2print & workflow automation
- Accountable purchasing Process
- Brand Compliance
- Speed to Market
- Ancillary costs: Freight, Warehousing, Fulfillment, Installation, etc..

**PROCESS**

