

### Industry:

Integrated Wine and Spirits Producer and Distributor

### Project Description:

Client marketing department representing a portfolio of different wine and liquor labels requested a unique project for on-premise marketing on several of their brands. They needed **case cards, shelf talkers and posters printed, packed and shipped to multiple retail locations** across the US in a quick time frame.

### Unique Project Challenges:

- \* **Multiple art files:** 3 products types with up to 8 variations of artwork (16 total unique art files).
- \* **Non-uniform kitting:** Assorted distribution to 90+ retail locations each needing a specific inventory custom tailored to each retail location's sizing and demographics.
- \* **Variable sizing:** Sizing requirement for in store merchandise varied by state in accordance with state merchandise standards and regulations.

### Client Outcome:

- \* ABG Print completed this project within 5 business days from final approval of final collateral approval, helping client to amend and adjust file layouts to accommodate optimal economic and logistics constraints.
- \* Coordinated with client marketing and distribution departments to ensure details of collateral and specific shipments were executed and delivered on time and according to plan.



### Client Testimonial:

“Great service, turnaround time, and communication. Excellent experience with our printing needs!”