

rrd



**THROUGH THE PARTNERSHIP WITH  
COUPA ADVANTAGE, RRD IS EXCITED TO  
OFFER THESE SERVICES AND SOLUTIONS**



## **BUSINESS SERVICES**






We enhance the impact and efficiency of key business communications, driving up quality and consistency while driving down complexity and costs.

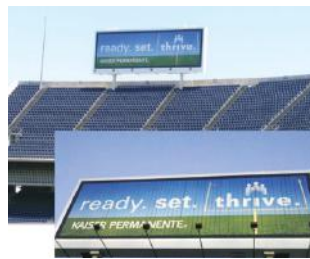
# PRESENTMENT

Ongoing customer relationship management requires interactions that support and extend brand strategy.

## Commercial Print

Produce standout print with streamlined kitting and fulfillment to maximize ROI

-  Offset & digital print in any format
-  Print-on-demand
-  Variable print
-  Web2Print technologies
-  Advanced finishing capabilities
-  Kitting & fulfillment
-  Print management



Signage



Catalogs



Booklets

## Business Forms

Address operational challenges to increase response with ease and efficiency







-  Pressure-seal self-mailers
-  Form/label combinations
-  Jumbo rolls
-  Cut sheets



Form-Label Combinations

## Business Communication Solutions

Enable personalization, regulatory compliance and multichannel delivery for transactional documents




-  Transactional print & mail
-  Hosted customer communications management
-  e-Services
-  Multichannel delivery
-  Collaborative content & interactive communications
-  Information design services

# PRODUCT

Bringing products to market effectively requires specialized expertise, from design to delivery.




## Packaging

Drive brand equity and sales through sustainable, secure design

-  Packaging design & prototyping
-  Sourcing/commodity management
-  Trials & Production

## Labels

Customize cost-effective, regulatory-compliant solutions that inform and engage

-  Digital & prime labels
-  RFID & compliance labels
-  Retail, packaging & logistics labels

## Folding Cartons



Medical Device Carton

Tuck Top/Auto-bottom with:

- cGMP requirement
- Partition/Cradle
- Security tags (2)



Nutraceutical Cartons (Tear Open Display)



Durable Labels



Linerless Labels



Pharmaceutical/ Compliance Labels



## PROCESSES

Optimizing operations for speed and efficiency requires broad resources and flexible technology solutions.

### Supply Chain Solutions

Deliver workflow solutions that drive operational efficiencies

-  Solution design
-  Configuration & assembly
-  Sourcing/commodity management
-  After market




### Global Outsourcing

Offer deep resources with specialized expertise to bolster productivity

-  Process advisory
-  Business services
-  Creative communication
-  Technology solutions

### Logistics

Leverage global distribution and transportation networks to accelerate cycle times

-  Custom transportation solutions
-  Fulfilment & distribution
-  Reverse logistics



# MARKETING SOLUTIONS

We optimize engagement across every brand touchpoint by leveraging data-inspired insights to deliver the most relevant messages through the most effective channels.

## INSIGHT

Knowing where to invest requires a deep understanding of each customer, product and market.



Data Management



Analytics & Business Intelligence



Research & Customer Experience

## INSPIRATION

Connecting with customers requires a compelling narrative that resonates with them on a personal level.

### Creative Development

Design to shape brand perception across channels



Digital & print design



Copywriting



Identity design, brand extensions & style guides

### Photography & Video

Tell meaningful stories to create emotional connections



Photography & Video



### Creative Production

Champion the brand to enhance affinity and build distinction



Art production & retouching



Design production






Brand, color & asset management

# INTERACTION

Driving response requires cohesive channel execution across the customer experience.

## Digital Channels

Optimize martech to improve customer reach and engagement

-  Email campaign development & distribution
-  Web optimization
-  Targeted & mobile media



Multichannel Creative





## Direct Mail

Maximize the power of print to capture customer attention

-  Variable print in any format & finishing services
-  Offline Marketing
-  In-box solutions

## Retail Marketing

Create relevant in-store experiences that engage, educate and convert

-  Shopper marketing
-  Display engineering (pop/perm/semi-perm/digital displays)
-  Multi-site profiles
-  Production, distribution & field service



Outdoor Exhibits/Events



Multi-Layered Counter Displays

Pop-Up Stores

Contact us to learn more about our services!

**RRD Coupa Advantage Senior Account Director**

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Schedule a demo today.  
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