PROJECT: Red Diamond

Problem:

Red Diamond's sales teams and distributors used a product list ordering system where all POP products were listed on multiple pages. Sales teams placed an order by writing down products and quantities, then faxing or emailing their lists to the marketing team. The order form was then sent to the print provider for distribution. Products were printed or pulled from inventory for shipment. Inventory levels were maintained with excel spreadsheets.

Red Diamond added a large distributor partner and was looking for a more streamlined way to handle POP for a large rollout.

Solution:

BPI Media Group's storefront and print-on-demand solutions were perfect fits for handling the new distributor. A storefront was built for the distributor, which only allowed ordering of co-branded POP products. An online system for tracking and print-on-demand helped to reduce or eliminate inventory levels. Branding was consistent, and with full reporting, managing the new distributor's needs did not add an additional burden on the marketing team.

After six months, Red Diamond used the same portal for internal sales and marketing team use. By this time, we had no inventory, and all items were print-on-demand.

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