

Project Summary

Objectives

- Replace the look of dull, black and white signs
- Create signs that better support the brand of the grocery store chain
- Streamline the sign creation process and eliminate manual steps
- Ensure signs can be created quickly in response to sales and promotion opportunities

Results

- New signs are bright, visually appealing and effective
- Branding is maintained and consistent across all stores
- Signs are created and ready for distribution in under 12 hours
- Entire process is completely automated

A Sign for the Times



Goodway Group works with a New England based grocery store chain that is focused on providing the best value to their customers. Because value is a guiding mission for the company, they spend very little on extras that don't support that goal.

As a result, the chain does very little outside marketing or advertising, choosing instead to focus on in-store promotions and advertising circulars.

A key part of their in-store promotions are customized signs. These signs are strategically placed around the store to alert shoppers of special sales, discounts, or products.

Though the signs were important to the client, the company had not put much emphasis on how the signs appeared. As a result, the signs were usually produced in black and white and were not visually appealing. In some cases, managers would simply create their own signs that lacked any corporate branding.

Since these signs played an important role in driving sales, the chain wanted to create attractive signage for all their stores. They also wanted to give managers the flexibility to still create their own signs,

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but have those signs look more professional. Finally, as a company focused on value, they didn't want to spend too much money getting these signs created and produced.

To meet these goals, the company turned to Goodway.

Bringing Signs to Life

Goodway knew that the client needed more than just sign printing - they needed a streamlined system that could automate the signage creation process and produce attractive, timely, accurate signs for their entire chain of stores.

To start, Goodway brought a more thoughtful design to the signs. This design included more colors and lively fonts, as well as consistent corporate branding. Signs are created in three different sizes, and are color-coded by department – green for produce, red for meat, etc.

The Streamlined Process

The next step was to develop a process for applying sales and promotion data from the client onto the sign templates, getting the signs printed overnight, and delivering the signs to the stores.

To accomplish this, Goodway developed a process where they receive the data each afternoon via secure FTP. This data includes information about promotions that are happening chain-wide, as well as any requests from managers for store-specific signs.

Then, using a program written by Goodway, the data is parsed into logical groups: the promotion, what area of the store the sign is going, and what stores need what signs.

The signs are printed on Goodway's digital color production presses, trimmed, and packaged. The signs and the distribution report are both then delivered to a distribution center by 4:00 a.m. the following morning. From there they are picked up by a client route driver, delivered to the individual stores, and posted before the stores open.

Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn visit www.goodwaygroup-ma.com or call 781-272-2690