

# Manufacturing



## Numbers are not Enough

*Sales is a numbers game – the more calls you make, the better your odds of making a sale. But, for manufacturers that depend on independent dealers, suppliers, resellers and partners...it's more than numbers. Besides a quality product, you need to make it easy to sell it. The easier, the better.*

## Marketing Services for Modern Manufacturers

Today there are hundreds of competing manufactured products – many even considered commodities (making marketing's job even tougher). We get it. Like you, we're competing with new forces and we're anything BUT a commodity. We're decidedly different, putting consultative services at the forefront of everything we do.

As a multi-dimensional, multi-faceted marketing services company, we help manufacturing companies create cost-efficient execution strategies, and then put them into action using the most advanced technologies like our online ordering portal. It cuts steps out of the admin process by giving dealers, distributors, and partners direct access to brand-compliant marketing materials.

Our mission is to save you money and time, not to just print stuff. Our ultimate goal is to improve the impact of your marketing

materials, not just distribute them. Our top priority is to streamline the ordering and fulfillment process of sales literature, not just kit it. (Of course, we do all that too).

*At TGI, we focus on finding better ways to make it easy to sell your products...well, easily.*

## With TGI, There's A Better Way

TGI works with manufacturing companies of all sizes to customize solutions that meet your specific needs – sharing best practices we've gathered along the way on what's working, and what's not. Like producing smaller quantities of packaging comps for test marketing using on-demand technologies... or automating the kitting and distribution of literature to your entire dealer network.

Need a better way to support all of your distribution channels? TGI empowers manufacturers with technologies and processes to make it easy for suppliers to order personalized marketing materials that make a greater impact on the buyer. We helped Navistar International Trucks target a new market with a program allowing dealers to order market-specific materials, customized with their logo and contact details and shipped direct to buyers. Sales sheets, premiums, direct mail – click, click, done – all with an impressive ROI of \$9 for every \$1 spent. Now **that's** a better way.



# Case In Point:

## TGI Enables Honeywell to Streamline Marketing Procurement Process

Honeywell, a Fortune 100 company, markets hundreds of automation and control systems through an extensive reseller network around the world. Its sensors and other products are at work in over 10 million buildings and 5,000 industrial facilities plus hundreds of homes and utilities throughout the U.S. alone. But Honeywell's vast market had made it costly to support resellers with impactful marketing materials. Resellers wanted customizable materials but only when they wanted them – not boxes and boxes of generic, mass-marketed spec sheets.

Recognizing TGI's complete range of print capabilities, we were contracted to handle the printing side of things...but delivered much

more. TGI came up with a better way to execute marketing's goals and so re-engineered the process, starting by implementing our proprietary web-based system that streamlines the creation and ordering of personalized marketing materials. TGI developed a Honeywell-specific storefront that today includes hundreds of customizable marketing materials electronically accessible by resellers on an as-needed basis. Like Amazon, resellers can search for a product, upload a mailing list if necessary, and drop it into a shopping cart. They can also customize materials with their own logos and contact details, plus track and view orders online.

After two years of success, Honeywell asked TGI to expand the system to the Asia-Pacific region – our international network can produce materials in any country worldwide. With TGI, anything is possible.

## Why TGI?

- Consultative Support
- Color Experts – from traditional and digital, to wide formats and unusual substrates
- State-of-the-Art Technology with Web Storefronts
- Fastest Turn Around
- Granular Customization
- One-Stop Turnkey Shop – from planning to fulfillment and inventory management
- Short-Run, On-Demand Printing Support



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