



HOW CAN WE HELP YOU REACH FURTHER?

Retail Communications
Services

RR DONNELLEY

EFFECTIVE

retail communications

WE PREPARE

- Colour Services & Prepress
- Composition
- Creative
- Digital Asset Management
- Facilities Management
- Photography
- Project Management
- Translation Services

WE PRODUCE

- Complex Finishing & Handwork Services
- Digital Workflow Solutions
- Print Solutions (paper management, print and bind)

WE DELIVER

- Electronic Media
- Fulfilment
- Inventory Management
- Logistics and Customs Clearance
- Print Distribution

The competition for retail store and catalogue sales is greater than ever before. Gimmicks, expanded product lines, flexible pricing, and personalised marketing are all rapidly becoming basic requirements for success. In this dynamic market, today's multi-channel retailers and cataloguers need more than a printer – they need a communications partner.

RR Donnelley takes a unique approach to working with its retail customers to prepare, produce and deliver their communications. Our integrated solutions are built on 140 years of experience in working with leading content owners throughout the world. Combining global capabilities with local focus, we apply our knowledge and familiarity with your market to save you cycle time and reduce waste in the process, allowing you to reach your customers with higher quality, targeted, and faster communications.

retail solutions

PREMEDIA SERVICES that give you more flexibility

Timing that works for you

At RR Donnelley we understand that timing is crucial. Because we know that missed deadlines can mean lost sales, and lengthy lead-times can mean lost opportunities, we are committed to helping you get the right message to the right audience at the right time. By enabling you to make merchandise and pricing decisions later in the production process, we increase your flexibility, allowing you to rapidly react to market trends and effectively respond to competitors – even at the last minute.

Accelerating innovation

We enable everything from the simplest job to the most complex project by providing a comprehensive platform of digital asset management tools. With MediaCompass™, our suite of online tools built on a foundation of industry standards and our own colour management expertise, you can enjoy an integrated environment where everyone in your workflow can collaborate and share critical content and colour information, from anywhere, at any time.

Empowering your success

The benefits of working with RR Donnelley to develop, manage, enrich, and distribute your content are numerous. Since our solutions are integrated with our core photography, creative, colour, ad management, page production, and facilities management services, we bring our customers significant production efficiencies. Our tools are Internet-based, enabling secure access to your assets through any standard web browser. With no additional hardware or software to install on your local network, no capital investment is required, and the solutions are extremely scalable, from a single user to thousands. You can simply start transforming your content, and begin improving your overall sales effectiveness – immediately.

- Brand consistency across multiple media – Europe-wide
- Management of your price, product and promotion information
- Centralised control of your communications spend
- Rapid response to competitor price, product and strategy changes

Where can our partnership take you?

RR Donnelley is not just a premedia house or printer, but a communications services partner. Bringing insight into your entire workflow, we enable optimum flexibility and cost efficiency that helps unlock the value of your content today, and allows you to focus on building your business for tomorrow. Partner with us and explore the possibilities.

ONE PARTNER. ONE SOLUTION.

RR DONNELLEY [NYSE:DNY] prepares, produces and delivers integrated communications across multiple channels for content owners, such as publishers, merchandisers, and telecommunications companies, as well as capital markets and diversified financial services companies.

As a single source supplying services up and down the communications value chain, the company excels in digital photography, content management, printing, online services, and print and package logistics. With these integrated services, RR Donnelley provides effective solutions for its customers' targeted communications and delivery needs.

Headquartered in Chicago, Ill., RR Donnelley serves a global customer market and has 30,000 employees in more than 200 locations in Europe, North America, South America and Asia/Pacific.

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