



CIRCULAR PRINT

Program garners huge savings and in-depth analysis

OUR GOAL: Develop programs that help cut costs and increase your business efficiencies in your Marketing, Advertising, and Merchandising programs. Through our strategic sourcing process, we evaluate all available alternatives to customize a program for you while driving the greatest savings in the following areas:

- Print Management
- Media Management
- In-Store Experience
- Marketing Technology

RESULTS

15% AVERAGE SAVINGS REPRESENTING \$2.7M FOR 6 RETAILERS

OVERVIEW

Topco has sourced over 80 Circular Print RFPs over the past several years; and currently manages circular print on behalf of over 50% of its Members and Customers. Each year, Topco explores innovative ways to cut costs and improve quality by designing and bidding out alternate specs to a company's current circular print program and provides an in-depth scenario analysis of these results. Beyond the valuable industry knowledge and commodity knowledge gained through years of sourcing print, Topco's Marketing Team has further enhanced the program to maximize value to its grocery retail clients including:

- Supplier Advocacy
- Pricing validation for new items
- Annual Forecasting
- Paper and fuel market monitoring
- Topco billing
- Invoice auditing
- Benchmarking

STRATEGY

Every year, Topco sources its Circular Print program through an aggregated event which includes pre-qualifying suppliers by geography and capabilities followed by a request for proposal. In 2016, six retail companies participated in the Print aggregated initiative representing \$17M in total spend. Though the aggregation did in fact drive competition with national and regional suppliers, each bid had separate and unique company specs, and separate and unique pricing by supplier. Topco's overall goal is to deliver economic value through savings and to simplify a company's circular print program. Each participant determines which components of the print program are to be included in their bid and Topco then scopes out a variety of scenarios.

2016 RESULTS

- Six food retail companies representing \$17M of spend
- Average Savings: 15% including awards to incumbent suppliers
- Savings Range: 9% to 19%
- Total Savings: \$2.7M (15%)

We can duplicate these results for you!

Contact Lauren Tully, Associate Category Manager-Marketing at ltully@topco.com