

# Designed for Manufacturing

OneTouchPoint is rooted in manufacturing. We are the print and marketing backbone for your production processes. Aggregate, integrate and manage the components of your marketing communications supply chain with one partner—making it possible to create, manage, print, warehouse, fulfill and ship technical manuals, direct mail pieces, product samples, marketing promotions, custom kits and more from a single vendor.



## Take Control of Your Marketing Supply Chain, Brand and Budget with OneTouchPoint.

### Problems we solve

- ✓ Inconsistent branding across the organization
- ✓ Insufficient marketing resources
- ✓ Decentralized marketing materials
- ✓ Manual charge-backs and expenses tracking
- ✓ Inaccurate inventory
- ✓ Complicated local marketing rollouts
- ✓ Limited brand visibility
- ✓ Fulfillment delays
- ✓ Need a partner that is ISO certified partner

#### Manufacturing Leaders Choose OneTouchPoint for their Print, Operational and Brand Engagement Needs.

*"OneTouchPoint continues to demonstrate that they truly understand our business and are committed to providing us with the solutions needed to support our growth. Their commitment to providing these solutions, along with year-over-year cost savings on literature and storage, has made OneTouchPoint a valued partner."*

— Cleaver-Brooks

# OneTouchPoint is different.

We help manufacturing marketers AND procurement teams.

## Marketing Teams

**Brand control.** Drive brand consistency and enable local marketing across all locations, dealer networks and sales teams. Whether it's supporting national, regional and local product launches, marketing campaigns and promotions or sales activities, ensure brand consistency at every customer touchpoint.

**Anytime, anywhere access.** Provide user-based access to your approved branded assets, marketing plans, programs and promotions ensuring consistency across the enterprise. Invite your dealers and dealer networks to access the literature and sales items they need.

**Focus on marketing.** Save time and increase your marketing bandwidth by providing internal teams, dealers and distributor networks access to a pre-approved asset library. Users can customize, personalize and localize the content when and where they need it.

**Deliver flawless experiences, nationwide.** Leverage our national reach, and decades of experience in bringing proven brand management solutions. Our technology-enabled commercial print power allows you to lower your printing and shipping costs, while delivering powerful brand engagements with end consumers—whether in the store or on their doorstep.

**Unlock your data.** Get a firmer grasp on your inventory and costs, analyze your mailings, see which marketing assets are being used (or not used) and study the most effective assets and tactics by product, dealer location or department, enabling marketing teams to plan future programs.

## Procurement Teams

**Simplify your operations.** Manage your end-to-end marketing supply chain from production of branded assets to warehousing materials and distribution—offering print services, digital asset management, on-demand Web2Print ordering and fulfillment, mailing services, budgetary and financial controls, and in-depth analytics.

**Augment your staff.** Bring efficiencies and domain expertise through onsite services, while helping control costs. From onsite equipment management, to print, vendor-managed inventory programs and fulfillment management, we are here to support the day-to-day execution of your mission.

**Minimize risk across the supply chain.** Partner with a supplier, with over 40 years of experience, expertise from serving 3,000 brands, and strict adherence to ISO 9000 Quality Management Standards, to ensure quality, on-time delivery and inventory management—all of which can have a direct impact to the your bottom line.

**Leverage national scale.** Leverage national, commercial printing power, purpose-built technology, and managed services to gain economies of scale for lower pricing and shipping costs, expertly managed inventory and print production, and on demand printing to reduce, or nearly eliminate stock overage and obsolescence.

**Analyze your operations.** Leverage advanced business, financial and budget controls, access reporting and deep-dive into your business intelligence across the entire marketing supply chain.

Visit [1touchpoint.com](https://1touchpoint.com) or email [info@1touchpoint.com](mailto:info@1touchpoint.com).

TTP-IO2-1000 (Rev 4/25)