



Taylor Fulfills Nearly 1 Million Kits For Financial Services Giant

Results

Taylor's expertise with retail kitting and distribution enabled the financial services provider to create a seamless brand experience across its entire merchant network.

Challenge

A massive global financial services company wanted to help its credit card merchants drive higher sales. The plan was to kit and ship a variety of point-of-sale marketing materials to individual merchant locations — retailers, restaurants, fitness clubs, salons and more — inviting customers to use their credit card at that location. However, numerous kit versions needed to be created and shipped to approximately one million merchant locations nationwide.

Solution

Taylor's nationwide warehousing and distribution network rose to the challenge, assembling kits containing everything from wall signs and window clings to lanyards and table tents.

- Kits were assembled from a total of 27 different items, 21 of which were designed and produced by Taylor.
- 188 distinct kit versions were necessary to accommodate the unique marketing needs of each type of merchant.
- Certain materials were custom-branded with the logos of various marketing partners, necessitating careful coordination.
- The finished kits were shipped to locations across the nation with Taylor managing the mailing list and package tracking details.
- Taylor committed to Zero Defects in the performance of kitting, packaging and shipping services.



SCALABILITY

Nearly one million kits — 988,335 to be exact — were kitted and shipped to merchant locations nationwide.



FLEXIBILITY

Each kit included components produced by Taylor as well as items from the issuer's other marketing partners.



SPEED TO MARKET

The entire project — including production, kitting and shipping to merchants — was completed in less than 90 days.