



TAYLORTM

CONVENIENCE STORES

Overcoming your top five challenges



Five Challenges, Countless Solutions

Single Source Access: Taylor provides a single source of access for c-stores to the full power of our resources and complete complement of communications solutions. We have the right mix of people, processes and technology to deliver unmatched efficiencies.

Seasoned Manufacturer: As a manufacturer, we have added control over quality, pricing, distribution and much more. We have the expertise to engage the Taylor location best suited to meet each of your needs, taking into consideration product scope, geography, capacity, deadline, etc.

Diverse Marketing Solutions Provider: Taylor can leverage technology across the industry's broadest network to create solutions that improve customer experience, drive efficiencies and grow revenue. We are a national partner with production capabilities representing virtually all forms of print and associated marketing services, including data management and digital development at the store and client levels.



**We work with 5
of the top 10 U.S
convenience stores**



BUSINESS
IDENTITY

PROMO
MARKETING

SIGNS &
GRAPHICS

CONSUMER
LABELS &
PACKAGING

MARKETING, DATA
& ANALYTICS

MARKETING
COMMUNICATIONS

PrintStack
The Operating Model for Print™

GIFT &
LOYALTY

COMMERCIAL
PRINT

DOCUMENT
MANAGEMENT

WAREHOUSING &
DISTRIBUTION

INDUSTRIAL &
DURABLE LABELS

SECURE
COMMUNICATIONS



BRING IDEAS TO LIFE



INCREASE BRAND
AWARENESS



ACHIEVE MEANINGFUL
RESULTS



INSPIRE
ENGAGEMENT



ENHANCE
EFFICIENCIES



GAIN DEEPER
INSIGHTS



CREATE BRAND
CONSISTENCY



BUILD BRAND
LOYALTY



Challenge 1

Getting Customers from the Pump to the Store

Increasing foot traffic within your stores and encouraging high-margin purchases are crucial for boosting your profitability. With an average refueling time of three minutes or less, you have limited opportunity to leverage compelling promotions, signage and loyalty rewards to draw customers into the store.

How Our Solutions Help:

- Advertise offers and promotions with eye-catching and innovative **island and pump graphics, promotional signage**, and more.
- Give your customers a one-of-a-kind experience at the pump using their mobile devices with our **augmented reality (AR) technology**. Engaging and highly targeted content will bring them into your stores.
- Food service is one of the top drivers for in-store consumer purchases at c-stores. Display offers and promotions at the pump to entice your customers to purchase food items.



Food service now accounts for 23% of non-fuel sales at convenience stores in the U.S.*

gasbuddy.com/NewsRoom/PressRelease/783

Challenge 2

Improving the Customer Experience

A strong in-store experience drives repeat traffic to your stores. Finding new ways to enhance that customer experience is key.

How Our Solutions Help:

Visual Messaging

- Convenience stores should be just that for your customers — convenient. Effective signage will ensure your customers find what they need quickly. If customers have a positive experience navigating your stores, they will be more likely to purchase items and return.
- Our solutions span from concept to completion: design services, project management, high-quality printing on durable materials, quick turnaround, fulfillment, distribution and installation services.
- Your stores' environment must be easy to navigate, inviting, relaxing and clean. Eye-catching and easy-to-read wayfinding and aisle signage will create an attractive, consistent look in your stores. In-store promotional signage will powerfully influence customers' purchasing decisions.

Technology

- Our KLIC™ Profile Manager is an online portal that ensures the optimal quantities of POP materials are produced and distributed. It gives you the ability to supply localized campaigns so your stores can promote the products that are most appropriate based on the demographics of each store.
- C-store retailers need to innovate continuously. Taylor can help you create an interactive and engaging experience with digital technologies such as mobile loyalty programs and offers.

Labels and Packaging

- Consumer health and wellness trends show consumers seek fast, economical, high-quality and increasingly healthy options from their c-stores. Appealing to these needs is critical. Clear, easy-to-read labels



and packaging go a long way toward enhancing the customer experience with these food products and other in-store merchandise. With Taylor, you will have the ability to print beautiful full-color, photo quality labels and signage on demand in your stores, saving your employees time and creating a better experience for your customers.

- The safety of your customers and employees is very important. Gas pump labels vary from state to state, and even county to county, preventing mass production. Our ability to digitally produce durable labels in small quantities and on demand saves time and money for our convenience store clients.



84% of millennials use their phones for in-store shopping assistance



Challenge 3

Building Loyalty Among Customers

Attracting and retaining customers is one of the biggest challenges c-stores face. It's imperative that you meet the customer's immediate wants and needs. Millennials already account for 33% of c-store shoppers so remaining highly relevant to their on-the-go lifestyle is crucial.

How Our Solutions Help:

- **Mobile loyalty programs** are one of the most important technology offerings you can have, allowing you to push more personalized offers and compelling content to your customers.
- Attract, retain and make connections with your customers through our **multimedia campaign solutions** including email, direct mail, text and data management.
- Leverage our promotional items to raise money and promote your brand at charitable and community events.



**We print and mail more than
2 billion pieces annually**



Challenge 4

Driving Employee Engagement

To keep stores running smoothly, you need to recruit and retain top-notch talent. The secret lies in fostering an employee environment that engages and rewards your people.

How Our Solutions Help:

- Leverage **promotional products** to improve employee engagement, retention, recruitment and more to keep your organization running smoothly.
- Encourage teamwork or reward outstanding performance at your stores with an employee **recognition program**. Create and manage awards and prize distribution with ease.
- Our **employee uniform programs** create a welcoming environment for your customers, engage your staff, and differentiate your brand.



Ranked 5th among Promo
Marketing Magazine's Top 50
Distributors in America

Challenge 5

Ensuring Brand Consistency


Maintaining a consistent brand can be difficult in this age of acquisition. With convenience stores seemingly on every corner, differentiating c-store brands can be challenging. Cohesive and consistent branding can establish trust in the mind of the customer.

How Our Solutions Help:

- We understand that your brand is everything. From colors and imagery to the quality and durability of the communications produced, our **attention to detail** ensures that your brand is consistently represented throughout the physical and digital store environments.
- Rebranding efforts are second nature to us. Whether the result of an **acquisition or a brand revitalization campaign**, Taylor can quickly and economically implement your new brand standards company-wide.



One of the five largest graphic
communications companies
in North America



4.55

TAKE THE NEXT STEP

Taylor is a single-source provider for many of the world's most recognizable brands. Our industry expertise and innovative ideation will enable you to drive profits and enhance efficiencies while creating memorable experiences for your customers.

Contact your Taylor representative today to learn more.

TAYLORTM

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