

Complex Sourcing projects made simple



This campaign was a 2 & 1/2 year journey that delivered a masterpiece befitting of AHL's brand and reputation, whilst further cementing PMA's place as a trusted partner.



Amalgamated Holdings Limited (AHL) is one of Australia's premier entertainment, hospitality, and tourism and leisure companies, with an annual turnover in excess of \$700 million.

For the past nine years PMA have been AHL's principal partner in providing the requirements below;

- Merchandise Sourcing and Offshore Procurement
- Print Management Services
- Online Ordering systems
- Complex Fulfilment services
- Warehousing and Distribution

AHL invested limitless trust in PMA's skills and abilities to implement and maintain some of the most complex and crucial projects the AHL business has ever undertaken. These projects include:

- Implementation and Servicing of the national Cinema Loyalty Programs
- Cinebuzz Loyalty Membership

- Procurement of POS/Movie Promotions Merchandise
- Fulfilment and Logistics of Movie Premiere campaigns
- Sourcing and distribution of "Scoop Alley" food packaging
- Management of AHL's 100 year Centenary Book. In commemoration of the AHL Group of Companies 100 year anniversary the Board of Directors decided to produce a collector's item "coffee table" style book to mark the occasion.

PMA were appointed as the sole manager to project manage and oversee the entire project from start to finish, which included:

- Engage Historians to obtain archives of printed documents from the company start up
- Co-ordinate all film, negatives and printed documents to form a script
- Engage Author to write copy
- Replicate photos and film via scanning for reproduction
- Project manage all reviews, approvals and updates
- Project manage offshore production (printed in Singapore), importation, transport and logistics

