

Consolidation

delivers efficiencies &
brand consistency,
where you need it most

Coca-Cola Amatil (NZ) Limited appointed PMA Global as their preferred print management supplier in November 2008 after being successful in a tender process earlier in that year. Up until this point Coca-Cola were using 17 different suppliers for their print and print related services.

By introducing the following services, PMA Global has successfully managed to streamline processes and consistently deliver bottom line savings to Coca-Cola:

- **Design Studio services**
- **Digital solutions**
- **Print management**
- **Inventory management**
- **Signage solutions**
- **Digital asset management**
- **Warehousing, kitting & fulfilment**

Developing strong relationships is key in any partnership. PMA Global works closely with Coca-Cola's agencies and more than 100 contacts within the sales and marketing teams to ensure best fit solutions. This includes investigating options and prototypes to ensure products are cost effective, meet brand guidelines, are fit for purpose and meet sustainability guidelines.

PMA Global's Design Studio provides brand stewardship to ensure all brand and legal requirements and terms and conditions are complied



with prior to production. Many of Coca-Cola's campaign elements are large in size and often difficult in shape. PMA Global's logistics team provide efficient packaging for all items and our Least Cost Freight Routing system ensures these are delivered safely via the most cost effective method.

PMA Global's systems have provided Coca-Cola with visibility of all branded material allowing best practice management decisions to be made instantly.

