

Mark Anthony Case Study

How Mark Anthony Wine & Spirits saves over \$300,000 per year with single-source, print-on-demand POS procurement

About Mark Anthony Wine & Spirits

Founded in 1972, Mark Anthony Wine & Spirits has grown from a one-man wine importing business to one of Canada's leading producers and distributors of fine wines, spirits, and beers. With a portfolio including the likes of Wolf Blass, Beringer, White Claw, and many more, Mark Anthony excels at building prestigious, internationally renowned brands.

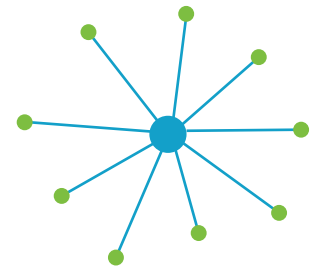
Overview

With multiple printers, third-party designers, and major differences in requirements across regions, Mark Anthony's procurement process for point of sale (POS) materials was woefully inefficient. The trade programs team would spend days getting products printed and warehoused, and even then, the material would often go unused and simply collect storage fees.

Switching to a single-source, print-on-demand service was a game-changer. With Logic Group, Mark Anthony can get precisely what it needs, when it needs it. The new approach drastically simplifies POS procurement and eliminates warehousing issues, enabling unprecedented agility while delivering time and cost savings.

Highlights

- Cut the POS product procurement lifecycle by 20 days
- Saved over \$300,000 per year by eliminating warehousing fees and time-consuming third-party vendor management
- Customizable digital assets boost agility and make it easy to support nationwide operations



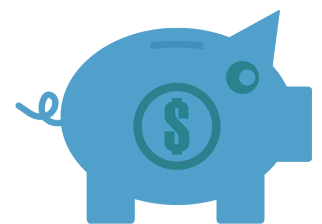
Centralized

Brand Control



20 days

saved on POS product procurement lifecycle



\$300,000

saved per year

“No other company offered the ability to instantly update a digital item, approve proofs, and go to print all within minutes.”

—Monica Kosior, National Trade Marketing and Procurement Specialist, Mark Anthony Wine & Spirits

The Challenge

In the alcoholic beverages industry, well-designed POS materials such as neck tags, wobblers, and backer cards can often be the difference between a sale and a missed opportunity. But for Mark Anthony Wine & Spirits, procuring these products on time and cost-effectively was easier said than done.

The Canadian company's old POS procurement strategy involved sourcing products in bulk from multiple printers, and then storing them at third party warehouses until they were needed. For each printed item and each regional variant, Mark Anthony had to pay for new designs, a brand-new die, shipping fees from the printer to the warehouse, and storage costs.

To make matters worse, products would often go unused for months or even years, racking up large storage fees until they eventually became outdated and incurred an additional destruction cost.

Monica Kosior, National Trade Marketing and Procurement Specialist at Mark Anthony, explains: "I was spending almost all of my time communicating with different printers and getting set up at warehouses, only for the items to end up becoming obsolete. Given that we operate in every province in Canada and represent such a large number of major brands, the process was excessively costly in both time and money."

The Solution

It was clear that Mark Anthony needed a new approach to POS product procurement, and the company began investigating print-on-demand (POD) solutions that would prevent items from gathering dust – and fees – in warehouses.

This was where Logic Group stepped in.

"Logic Group offered design, production, distribution, and a POD solution all under one roof," recalls Monica. "And when they showed us the solutions they'd built for other clients, it really brought to life what we were trying to create."

With Logic Group, rather than relying on bulk orders and having to manage an array of third-party designers, printers, and warehouses, Mark Anthony can simply order what it needs when it needs it – all from a single source.

Better yet, the Logic Group website houses Mark Anthony's products as digital assets that can be customized at will. Whereas the company's old printers would have charged over \$100 for a new die cut for each new version of a design, Logic Group's laser cutting technology enables Mark Anthony to seamlessly iterate on its products with no additional cost.

"Being able to change things like logos, product dimensions, and pricing on the fly was a huge hit with our team," adds Monica. "No other company offered the ability to instantly update a digital item, approve proofs, and go to print all within minutes."

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That translates to over \$300,000 saved per year."**

—Monica Kosior, National Trade Marketing and Procurement Specialist, Mark Anthony Wine & Spirits

The Results

With Logic Group's help, Mark Anthony has permanently eliminated both the excessive warehousing fees and tedious third-party vendor management, leading to immense time and cost savings.

"We're basically saving 20 business days per POS project," confirms Monica. "That translates to over \$300,000 saved per year. It used to take almost a month to go from an initial concept to a delivered product, but now we can get new POS materials out to stores in just 5 days."

What's more, the flexibility and ease-of-use of the new procurement solution are proving invaluable. Mark Anthony is a parent company with separate sales teams for different groups and brands, each with their own workflows and preferences. Bringing the decentralized teams onto a new system could have been a significant challenge, but with Logic Group, Monica was able to onboard these distribution groups simultaneously.

"Given the number of brands and POS items involved, I don't think any other partner would have made it so seamless to get our major distribution groups within Canada up-to-speed and set up with their own specific POD websites. Logic Group is amazing, there's nothing else I can say."

About Logic Group

From signage and displays to apparel and branded merchandise, Logic Group offers a single source for all your printing and marketing collateral needs. With over 30 years of industry expertise and a vast network of suppliers, we know exactly what's possible when it comes to executing your marketing plan, and we use that knowledge to help our clients stand out against the competition. To learn more about how we can help transform your design, warehousing, and fulfillment strategies, visit logicgroup.ca.



MARK ANTHONY GROUP INC.

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