



# Speaking Your Language

*Customized Logistics Solutions for Advertisers, Marketers & Printers*



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Marketing executives are under increasing pressure to boost productivity and return on investment and logistics spending is being targeted as one way to achieve this goal, according to a recent Wall Street Journal article. This renewed emphasis on efficiency and the bottom-line is one very important reason why nearly half of the top 25 advertising agency brands in the United States have turned to Axis Global Logistics for transportation and logistics support. Key decision makers at these agencies recognize that Axis understands their challenges – speaks their language.

These executives know that Axis has specialized in serving advertisers, corporate marketers and printers for more than 25 years and that this expertise is critical when it comes to designing and implementing a customized single source logistics solution that provides control and visibility and will increase efficiency and cut costs by 20%-30%.

## **A Focus On The Marketing Supply Chain**

### **Marketing Supply Chain Analysis**

Axis' extensive knowledge of the creative and print production process is brought to bear when we analyze your needs and offer solutions to automate logistics processes and cut costs;

### **Shipping Advertising Materials**

Axis ships time-sensitive billboards, posters, ad inserts and other "above the line" printed and promotional material to meet aggressive media placement deadlines;

### **Sample and Promotional Item Fulfillment**

Our solution for fulfillment of these "below the line" items includes: management of all inbound shipments, storage and management of inventory, replenishment and on-line ordering;

### **Literature Fulfillment Services**

We handle the storage, kitting and mailing of a variety of promotional literature in support of marketing and sales. Such orders can be received via EDI, the web or manually;

### **Kitting Services**

Axis coordinates inbound transportation from multiple vendors and then assembles and ships the kitted piece to the end customer in the most efficient manner possible. Our capabilities in this area range from simple buck slip insertion to complex binder creation;

### **Campaign Rollouts**

Axis manages the delivery of creative for timed campaigns – such as a multi-media holiday advertising blitz;

### **Customized Billing**

We can invoice you based on job number, purchase order number, campaign name, brand information or any code you designate and can even produce an electronic data file for input into your ERP system.

## Axis Advantages

### Customized Solution

Axis takes the time to listen to you and understand your challenges and then we design and implement a solution that fits your needs;

### Single Source Solution

Because we pick up from and deliver to any domestic or international location, Axis can be your single source solution when it comes to the handling and shipment of such items as pre-press material, raw material, printed matter, out-of-home finished product, mail drops and promotional kits;

### Cost-Effective

Over 25 years of experience tells us that advertising agencies, corporate marketers and printers can cut logistics spending by 20%-30% by taking advantage of transportation consolidation, mode shifting and inventory reduction;

### 24/7/365

We operate around-the-clock, every day of the year, which is essential for the off-hour and rush shipments that typically occur in your industry;

### Advanced Systems

Axis offers its customers state-of-the-art order management, inventory management and transportation management systems;

### Online Monitoring of Shipments

Our Axis-Trak system gives you two-click access to shipment and inventory status;

### Automatic POD Notification

You will know exactly when your shipment arrives;

### Personal Service

Clients can speak with a key decision maker at Axis at anytime day or night when a critical issue needs to be addressed.

The leadership team at Axis Global Logistics has spent the past 25 years learning the ins and outs of your business – learning your language. As a result, they not only speak your language – they speak it fluently.



Please contact us at your earliest convenience for a thorough discussion of your needs. We look forward to designing and implementing a customized logistics solution that will increase your efficiency and cut your costs.

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