



Dear Valued customer

Central Warehousing Proposal

To be read in conjunction with our recycling program.

The challenge that most companies have, is that each time there is a new marketing drive, product launch or change in branding; new marketing hardware often gets budgeted for because it is seldom known how much existing stock is available or how much is broken.

The fact is that marketing materials often get broken, lost or destroyed at the end of every event / campaign.

Is there a solution? Yes, we believe there is and that we can assist in solving this urgent business requirement by availing our warehouse for central distribution and storage.

In an ideal world, there would be a central location with a full and managed inventory of all promotional materials which would allow items to be re-used and recycled with new print. This would immediately result in huge savings over the short and long term, allowing you to procure more materials and print with the same budgets.

In reality, what happens is that budget is requested and new equipment with print is procured. The exhibition, campaign, event or promotion takes place and then when everyone is tired at the end of the event, all the marketing materials get ripped down and thrown in a pile, then transported back to some random location never to be re-used again. Those items fortunate enough to find a home often arrive damaged, bent or with parts missing. The result is that the next time there is an event the marketing items are pulled from storage in the same condition (broken or parts missing). This causes much stress, lost time and unbudgeted expenses.

These challenges can be avoided and much money saved if one considers a central warehouse with an asset management solution.

Unigraphics can assist you with this process by warehousing your assets and making sure that the items are protected, checked out and returned after each event and warehoused securely. Our aim is to issue a hard case on wheels that will hold and store all items with a checklist attached.

Unigraphics will then repair any items that are damaged and can also attach new artwork should you require. For example, we can check that all the pegs and mallets are there for the Gazebos, that the ground spikes and bases are all there and that the roller banners are in working order etc.

Unigraphics would then email a report sheet to the marketing department detailing which items need to be replaced or repaired for the next event.



UniGraphics Africa

This will also allow us to collectively recycle and re-use much of the equipment that would ultimately have ended up discarded. We can also almost immediately give you an asset count on your stock items. These items should also be given a life cycle and replacement stock should be budgeted for.

Unigraphics would charge a small warehousing and management fee for this service but these costs would be insignificant in relation to the wasted budgets for new materials at every event.

The aim of this initiative is to save your business money, time, effort and frustration. At the same time bearing in mind that it is our corporate responsibility to recycle.

Your input would be greatly appreciated

Sincerely,
The Unigraphics team

 **Please consider the environment before printing this document!**