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PGe Brings New Business Discipline to Your Marketing Procurement Spend

<Markham, Ontario, Canada - Thursday, June 29, 2006> Businesses today are putting more and more controls and processes in place to manage spending and reduce costs. But one function has always resisted this trend: marketing communications.

For many companies, marketing requires print procurement: brochures, reports, direct mail and signage. And as any marketing manager can tell you, once you deal in print, you're in a neverland of six-colour complexity, caught between the tender mercies of your creative team and the printer, the high priest of graphics technology.

When it comes to print marketing management, most cost-conscious managers throw normal controls and ROI expectations out the window – quietly reassuring themselves that all their predecessors have done the same thing.

But now there is hope. Much to the chagrin of undisciplined creative types and jargon-spouting printers, there are ways to achieve the cost control and accountability without falling victim to bureaucratic inertia.

Specialists such as PGeMarketing Services offer in-depth print procurement experience as part of their overall offering. Their print management solutions put control where it belongs: in the hands of the purchasers.

“The black pants-black shirt and spike-haired creative types have had their way long enough,” says PGe President and CEO Rudi Engel. “We bring transparency to the process of buying print.”

Based in Markham, Ont., PGe is a business-process outsourcer with a full suite of marketing expertise. Their unique print management services utilize procurement

technology to bring business discipline to marcom organizations, without forcing them into processes designed for the accounting department.

PGe's secret: a custom-designed system that allows clients to put every specification of their clients' print projects out to tender electronically. "Most marcom organizations accept the first quote they get from a printer, because they don't have the time or knowledge to put their projects up for bids," notes Engel. "By making Canada's top printers compete for the work, we can usually lower client costs by 10% to 30% - and sometimes more."

But that's not all. Canada's largest team of print-production specialists can save clients money from start to finish. Trained in "value engineering," PGe's project managers turn clients' creative concepts into high-quality, cost-effective print materials.

"Many clients come to us with requirements for unnecessary non-standard sized envelopes, unnecessary colours, or direct-mail projects that don't optimize their postage rates," says Andrew Gage, PGe's Vice-President Corporate Development. "Our unique value engineering process is designed to help our clients stop wasting money while maintaining the required impact of their marketing campaigns. But we never compromise on quality. We supervise the job from concept to final proof, to ensure our clients get everything they're paying for."

PGe's rigorous program execution processes bring significant benefits over and above procurement: faster turnaround times, fewer expensive and time-consuming errors, better project management and version control, and much-improved communication between clients, agencies and suppliers.

With its commitment to clients' continuous improvement, PGe has amassed a roster of clients, from small businesses to telecom firms, banks and Crown corporations.

PGe asks its clients up front what their life would be like if their marketing department achieved productivity gains of up to 50%, reduced cycle times by 25-50%, a reduction in rework of 25%, and a 10%-30% reduction per year in the cost of outside material. "The initial response is typically one of disbelief," notes Gage. "The reality, however, lies in the results we have generated for our clients. The cumulative impact of small improvements is significant"

PGe saved one client a whopping \$2.2 million in the past two years. By subtly revising the specs for brochures and point-of-sale materials, PGe cut their production costs by \$900,000. And putting those print jobs up for bids helped the client slash their print bill by more than a million dollars.

Savings come from more than printing. PGe's experts helped one client save \$16,000 on one direct-marketing mailing alone – simply by using their experience to navigate Canada Post's complex fee schedule and arrange the best possible postage rate.

Another client has saved more than \$14 million in five years through PGe's services – including \$4 million in Year One alone. A significant part of those savings went into redeploying staff, who formerly spent most of their time trying to monitor the print process, into more productive, valued-added functions.

“PGe gets jobs done faster and more efficiently,” says Engel. “Best of all, we free up clients' time and resources so they can focus on what counts most: the creative ideas that fuel business growth.”

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