

## Q: Why does managing our marketing materials cut so deeply into our bottom line?



**A.** The truth is management of marketing materials is not a revenue generating task, yet it still ties up an excessive amount of time and resources. Its expense extends far beyond just the design and print stages. RPM illustrates how your company's marketing collateral, and the bottom line, can be improved materially by leveraged printing, better packaging options, shipping advantages, and production controls. Then we go beyond, eliminating hidden costs from intangible expenses like warehouse space and employee labor while offering the continuous reporting you need to make informed decisions.

Most importantly, RPM gives you the power of detailed review with RPM's **Overdrive** central management tool - a top-flight online dashboard offering insight and control throughout your entire organization. **Overdrive** is a best-in-breed project management tool combining comprehensive reporting capabilities with incredible feature applications. Our system not only monitors complex inventory data, but also provides less stressful order fulfillment, collects information on users and events, organizes needed data and supplies, and relieves the demand on corporate office staff. We design the tool to seamlessly match your existing brand identity and authorization levels.

**Overdrive** has become the technological complement to the supply chain knowledge and implementation experience of your RPM team. Tell your RPM representative about the unique tasks that are your biggest headaches. We'll take on your pain with the most innovative operational and technological solutions in the industry, such as **Overdrive**. Let the prospect of fixing the headaches in your materials management system, with the tool to make it all happen, put you in **Overdrive**.



**Complete Inventory Management:** reports detailed data such as quantity on-hand, anticipated usage, space allocation, stock cycles, back orders, obsolescence, inventory rebuilds

**Warehouse Order Processing:** facilitates order entry and approval process, catalog releases, historical data

**Print-On-Demand:** facilitates variable templates for direct mail with proofing and batch ordering capabilities

**Graphic Management:** provides centralized asset manager for images and forms needed throughout the organization

**Survey Tool:** collects data about customers with online surveys and tabulates responses for targeted marketing usage

**Financial Reporting:** tabulates cost allocations, warehouse expense, item trends and alerts

*"As a critical resource, time must be directed towards revenue generating activities - not managing printed items. RPM's system will give us back the time and money previously spent procuring, warehousing, distributing and designing our printed products."*

Greg Rake  
Senior Vice President, Logistics & Distribution  
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Visit us online at [www.rpm-go.com](http://www.rpm-go.com) or contact your representative directly at (800) 992-2665.

