



CASE STUDY

Product Bundling *Super-Solution*  
Reduces Costly Warehouse Space,  
Increases Shipping Efficiency

**\$220,000** savings  
per year in warehouse  
expenses

Increased product  
delivery efficiency

Reduced shipping costs  
by nearly half

Significantly contributed  
to cost-saving initiative

CHALLENGE

A large American chain of discount variety stores had a corporate initiative to reduce spending by two million dollars. Part of its reduction plan included decreasing the costs related to deposit bags and deposit tickets, which it was warehousing and distributing to stores on its own.

SOLUTION

As the company's supplier of deposit bags and tickets, Harland Clarke was offered the choice of lowering shipping costs or risk losing the contract to bidding.

Instead of focusing solely on lowering shipping prices, Harland Clarke took a holistic view of helping the company achieve its cost-saving goals by presenting it with a complete treasury management solution designed to address both its warehousing and shipping issues.

First, Harland Clarke assumed full responsibility of storing, managing and maintaining deposit bag and ticket inventory. Second, we bundled up bags and tickets and shipped them to stores nationwide, based on usage.



## RESULTS

Our complete treasury management solution reduced the company's internal warehouse expenses by \$220,000 per year. And, by bundling supplies and increasing the efficiency of all its deliveries, its shipping fees were reduced by nearly one half.

By embracing the nationwide chain's cost-saving goals as though they were our own – *with passion, drive and determination to succeed* – Harland Clarke was able to build value and grow a relationship previously based on shipping cost alone.

*Many variables impact campaign success. The information contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.*

Learn more about how Harland Clarke can help your company or business increase efficiency, reduce cost and improve profitability.

## THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today's experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.

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