



CASE STUDY Specialist Print Procurement

"theSPC were invaluable in ensuring that we met our tender objectives and implemented the outcomes smoothly with ongoing regulation.

MELISSA CHARRON
GLOBAL PROCUREMENT
CARLSBERG GROUP

**SUPERCARGE YOUR
MARKETING OPERATIONS**

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BRIEF AND CHALLENGE

- Review of existing Pan European procurement strategy
- Identify potential 'models' available and engage appropriate specialist supply partners
- Create and implement tender process across 23 countries for all POS print products
- Use findings to support development a 3 year road map for this category

SOLUTION

- Produce a 'state of the nation' print industry overview report
- Analyse product spending patterns of frequency, high value and long tail
- Interrogate and create a consistent product naming protocol
- Identify appropriate suppliers and run a Pan-European tender
- Engage with and include client stakeholders across all territories

OUTCOMES

- Creation of a 3-year road map outlining the process and spending governance
- New procurement model identified, agreed and implemented across 23 countries
- Refined taxonomy of all products, allowing clear sight of all spend items
- Supply chain rationalisation from 42 identified suppliers down to 15 (64% reduction)
- Indicative pre-negotiated savings of >16%
- A self-funded, real-time audit tool introduced to regulate compliance with the rate card

LONG TERM SUPPORT

- Collaborative implementation support with supply chain and procurement teams
- Soft-touch support with harmonisation project across packaging and display print
- Monitor audit results to prepare for the implementation of a similar model in Asia