

## Client: Indigo

**Project** Web store - fulfillment

**Challenge** Indigo approached Lowe-Martin to develop a solution aimed at driving efficiencies when ordering and delivering various POP materials/signage to all of their 350 locations.

**Benefits & Solutions** The development and implementation of an online portal eliminated many of Indigo's identified POP supply challenges. Custom web store builds allow each Indigo store to efficiently access the portal and order signage as required. Kits are developed on demand, inventory is monitored in real time, and shipments are delivered daily.

**Client testimonial** "For more than six years, Indigo has partnered with Lowe-Martin on in-store marketing and merchandising programs. Lowe-Martin's technology, creativity and customer service consistently exceeds our expectations, delivering on best-in-class B2B e-commerce, creative engineering, print, and fulfillment. As a valued supplier, they are committed to reducing our program costs while optimizing processes."

— Indigo

