



THE ALLIED GROUP



SUPPLY-CHAIN MANAGEMENT



WORKFLOW PROCESS



PRINTING SERVICES



MARKETING COMMUNICATIONS



THE
Allied **GROUP**
Driving Marketing & Operational Performance.

The Allied Group...

Provides **Marketing Communications** services including; Research, Data Analysis, Strategy, Planning, Branding, Advertising, Print Production, Assembly and Fulfillment.

Assists with print-to-digital **Workflow Process** improvements that include: Document Management, Web-to-Print, Digital Asset Management and On-line Ordering Systems.

Offers total **Supply-Chain Management** services that include: Fulfillment, Packaging, Custom Assembly, Pick-and-Pack, Warehousing and Distribution, Inspection and integrated 3rd Party Logistics.

ATTRACT

ACQUIRE

RETAIN



MARKETING COMMUNICATIONS

- >> Research
- >> Data Analysis
- >> Strategy & Planning
- >> Branding & Design
- >> Advertising
- >> Literature Fulfillment
- >> Public Relations
- >> Event Management
- >> Loyalty Programs
- >> List Procurement & Management
- >> Lead Generation & Management
- >> Promotional Products
- >> Direct Marketing



Driving Marketing & Operational Performance.

Communication strategies for superior top-line performance.



Marketing is not an event. Or something to do in hopes of a “quick hit” for sales. Rather, it is a combination of well-designed strategies and well-executed tactics done consistently to create awareness and interest with your target audience. Done correctly, marketing is the catalyst in helping your organization **attract, acquire and retain** more of the right customers.

Using our exclusive **Buyer-Centric Marketing Model**, we offer a comprehensive set of services for accomplishing both pre-sell and post-sell success. If you are having difficulty differentiating yourself, trouble generating a continuously full “pipeline” of prospects or not keeping enough of the customers you’ve won over time, we can help.



PRINTING SERVICES

- >> Commercial Printing
- >> Digital Printing (Including VDP)
- >> Business Documents
- >> Promotional Products
- >> Newsletters & Stationery
- >> Plastic Cards
- >> Large Format Printing



Driving Marketing & Operational Performance.

Multiple printing solutions for a better bottom line.



Do you need more value from your business partners?

At **The Allied Group**, we offer our clients the maximum value in just one relationship. In the printing business for over 60 years, we combine experience, creativity and variety to offer you more.

Many organizations want to reduce their vendor base and deal with fewer suppliers who can offer more than just one or two things. We have three area production facilities that span the entire spectrum of printing options to help advance your communication. From Commercial and Digital printing through business forms and promotional products, we have all the products and related services you'll ever need under "one roof". **Discover how our combination of technology, flexibility and service can impact your bottom line!**

WORKFLOW PROCESS

- >> Document Management
- >> Digital Asset Management
- >> Inventory Management
- >> On-line Ordering
- >> Management Reports
- >> Document Storage Systems
- >> Web-to-Print



Driving Marketing & Operational Performance.

Creating effective workflow systems with data, print and technology.



Are there too many cooks in your kitchen? Relying on multiple vendors for mission critical information management requirements is a thing of the past. Short-staffed organizations of all sizes no longer have the luxury of trying to coordinate information lifecycle needs between numerous suppliers who add no value. True progress occurs when someone understands all the related information and document stages that include **concept, creation, production, processing, storing, retrieving and distributing.**

At **The Allied Group**, we offer full-service, in-house solutions that help you better achieve key organizational objectives. We create custom programs built on sophisticated technology and over 60 years of experience to advance operational performance and impact your bottom line.

- >> 3rd Party Logistics
- >> Fulfillment
- >> Packaging
- >> Custom Kits & Assembly
- >> Pick & Pack
- >> Warehousing & Distribution
- >> Inspection
- >> Response Tracking

SUPPLY-CHAIN MANAGEMENT



Driving Marketing & Operational Performance.

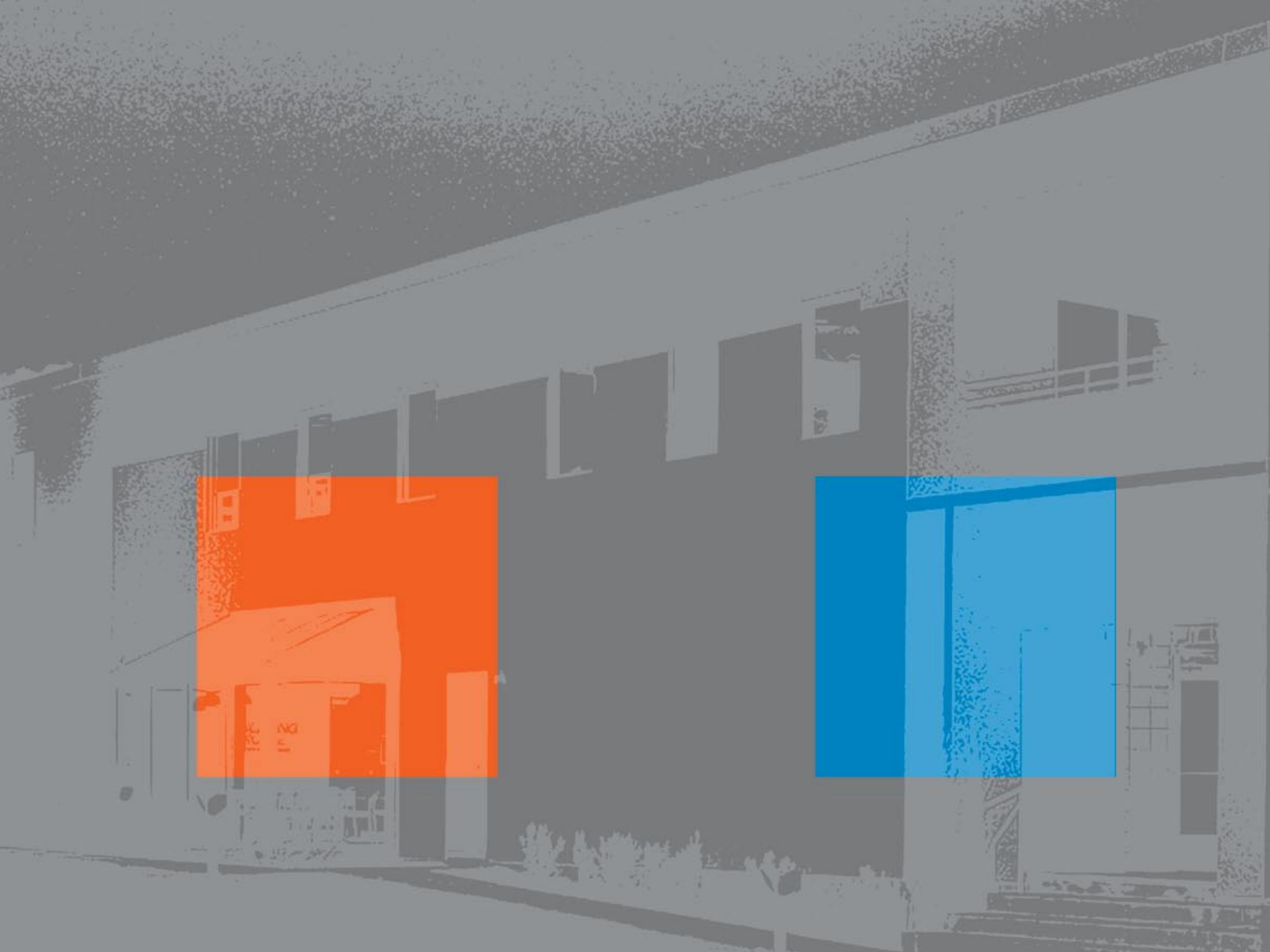
Integrating technology in supply-chain management.

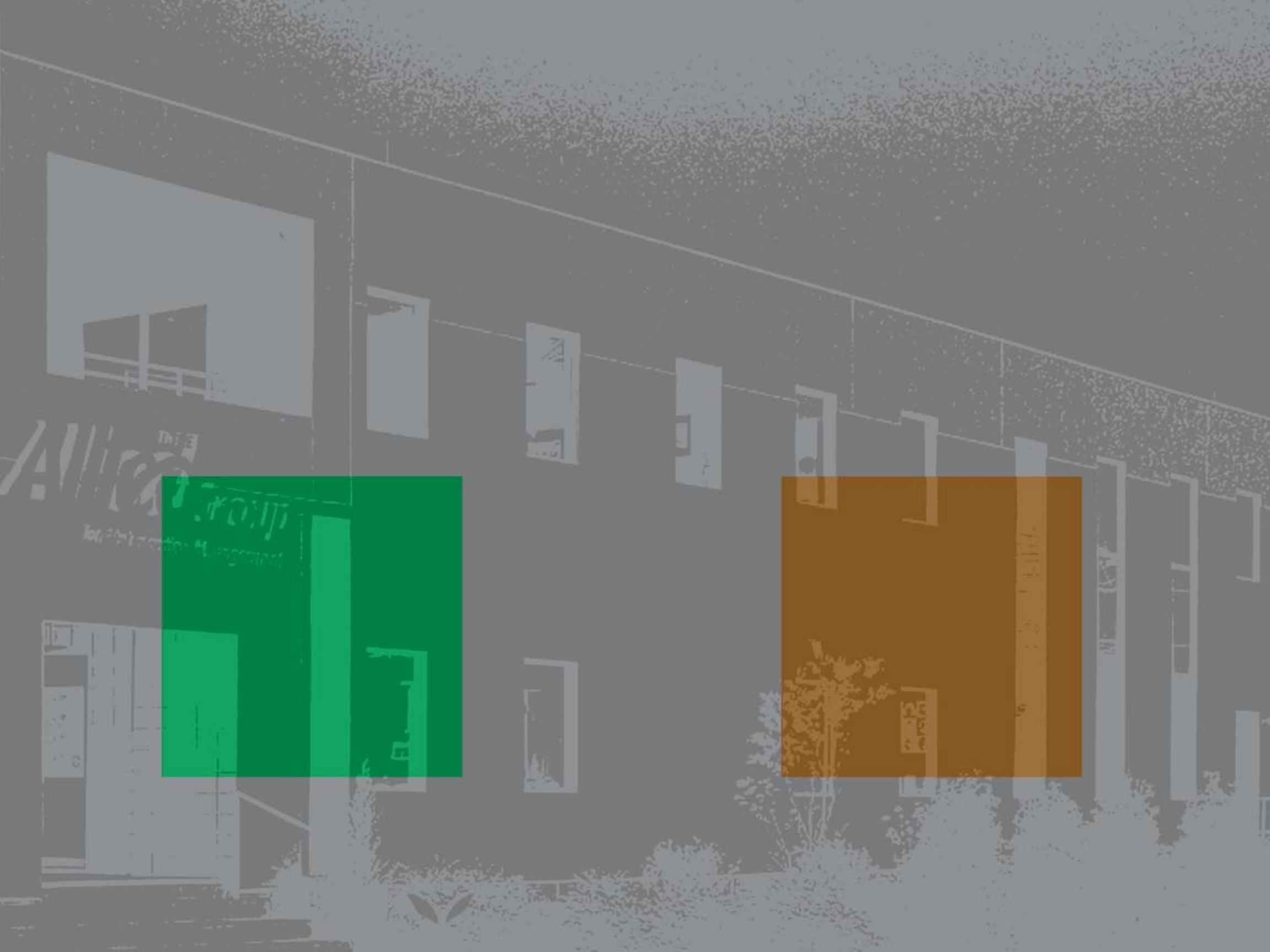


When does fulfillment truly equal satisfaction?

Effective Supply-Chain Management. It is one of the most sought after, important yet elusive business goals for all organizations. The successful procurement, storing and distribution of literature, products, parts and samples is often critical to the success of companies of every size. Logistical success equals business success.

The Allied Group's, state-of-the-art Supply-Chain Management Services start with literature, but it doesn't end there. Our 125,000 square foot warehouse and fulfillment center can handle projects and products of every kind. If you are having trouble acquiring, finding, storing and distributing anything that is imperative to your business—we have answers.





Company Profile

The Allied Group was founded in Providence in 1946. The primary document production facility is still located in the original building at 333 Bucklin Street.

During the 1980's, Allied (then Allied Business Forms) expanded into inventory management services. By producing forms less often and storing them at our warehouse, we were able to give clients "just-in-time" delivery without worrying about running out.

Starting in the early 1990's, Allied greatly diversified and added new products and services through growth and acquisition. These included: Commercial and digital printing, promotional products, on-line internet solutions, mailing and fulfillment services.

Today, The Allied Group helps a diverse portfolio of clients improve - both top and bottom line performance. This is accomplished by creating customized programs and services that enable clients to attract, acquire and retain more of their valuable assets...the right customers.





Our Mission...

To provide our clients with the most comprehensive, relevant and successful programs and services possible in order to positively impact both their top and bottom line performance.

We are committed to strategy and innovation in all our efforts focusing primarily on the effectiveness of Sales and Marketing in its entirety. We will utilize technology, just-in-time and on-demand services to eliminate waste and duplication, improve workflow and operational efficiencies.

Our goal is to be viewed as a partner with all of our clients. We build long-term relationships based on trust and reliability always keeping our clients best interest and initiatives as our focus.

Internally, we aim to create a positive, professional environment where creativity, loyalty and hard work are encouraged and rewarded. We will provide excellent career opportunities to all employees while balancing our responsibilities to the community at large. We achieve success by maintaining an organization of passionate people all dedicated to this mission.



Driving Marketing & Operational Performance.

Marketing Communications

Supply-Chain Management

Workflow Process

Printing Services

Corporate Office

25 Amflex Drive
Cranston, RI 02921
Phone: 401-946-6100
Fax: 401-942-8214

Boston Sales Office

10 Kearney Road, Suite 300
Needham Heights, MA 02494
Phone: 781-444-8989
Fax: 781-444-6028

Providence Sales Office

333 Bucklin Street
Providence, RI 02907
Phone: 401-946-6100
Fax: 401-467-4391

Warehouse & Fulfillment Center

30 Martin Street
Cumberland, RI 02864
Phone: 401-333-6899
Fax: 401-333-3766

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