

# Allied Literature Fulfillment Programs

Does essential Marketing and Sales collateral go out late, wrong or sometimes not at all?

**Marketing and Sales collateral** represent a vital part of the communication chain with both customers and prospects. If you don't put the right information in the right person's hands at the right time, your chances of making the sale go down dramatically. Very often organizations try to "cut corners" with this vital task by pulling employees off their actual jobs to try to get information out the door internally.



WEB BASED  
PRINT-ON-DEMAND PROGRAM

**Consolidate Vendors**

**Streamline Information Distribution**

**Reduce Obsolescence**

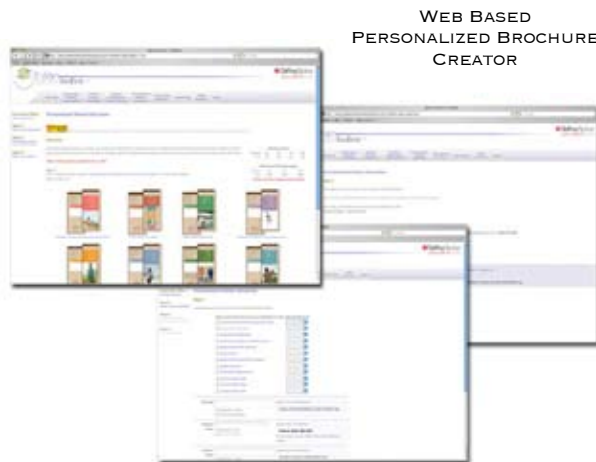
**Control Inventory**

**Monitor Releases**

Some organizations will use multiple suppliers to build a process for sending out: sales letters, price updates, product launch info, seminar materials, trade show supplies and general presentation materials. What they often find is that **the system breaks down due to the lack of coordination between too many vendors.**

At **The Allied Group**, we help our clients **reduce their vendor base, streamline information distribution and reduce obsolescence** through our marketing literature fulfillment programs. We have the ability to provide turnkey solutions for the creation, production and delivery of important marketing and sales messages. We combine our marketing, IT, production, warehousing and logistics expertise to ensure a smooth and successful program for our clients.

For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop source to implement marketing and fulfillment programs.



WEB BASED  
PERSONALIZED BROCHURE  
CREATOR



Implementing Marketing & Fulfillment Programs.

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