

FGM

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Customer-Focused Customization



The end user can choose from an assortment of promotional themes and products to customize, from giant outdoor banners to tabletop display cards.

Depending on corporate parameters, custom text is either picked from a list or typed in - but previewed instantly either way.

Back at Forest, orders are received, printed and shipped in a highly automated digital process



Challenge

Forest Corporation, already a major printing company responsible for propagating America's retail establishments with the identities of some of the world's best-known brands, wanted to continue embracing the latest technology to provide more value to their customers.

Solution

FGM Media developers turned Forest's PinpointPOP concept into a reality. Now companies with broad distribution networks can create sophisticated point-of-purchase material that end users can tailor to their individual needs. For example, a local distributor can customize a banner to feature a certain product or price, but the end result will always be a high-quality piece that seamlessly blends with the corporate campaign.

Not only did FGM Media develop an easy to use Web-based application interface (which can itself be configured to complement the corporate "look") but we programmed a complete back-end system to handle everything from generating high-resolution print files to processing credit cards to interfacing with existing shipping and inventory systems.

Thanks to FGM Media, Forest Corporation lets their customers reach out to their customers, in a big way.