

TECHNA GLASS

Auto Glass Company



ANATOMY OF THE PROJECT

Summary of things created

- Mirror Hanger
- Stickers
- Table Top Brochure
- Tabbed Training Manual
- Franchisee Online Ordering Portal

CLIENT DESCRIPTION

As one of the leading auto glass replacement and rock chip repair franchises in the Mountain West, TechnaGlass was facing an increasingly challenging dilemma: how to take the headache out of preparing, printing, distributing and managing its myriad brochures, fliers, coupons and other collateral across multiple stores and states.

CREATIVE SOLUTION

Techna Glass upgraded its marketing platform to a world-class, online brand management tool using Divvy by Alexander's. The results were dramatic. The new portal not only allowed for complete customization and personalization of all materials, it also eliminated the need to store extras and allowed everything to be designed, tracked, printed and shipped from one location—24/7.

Materials now come to franchise managers ready to go, which means less time filling out orders and more time helping customers.

RESULTS

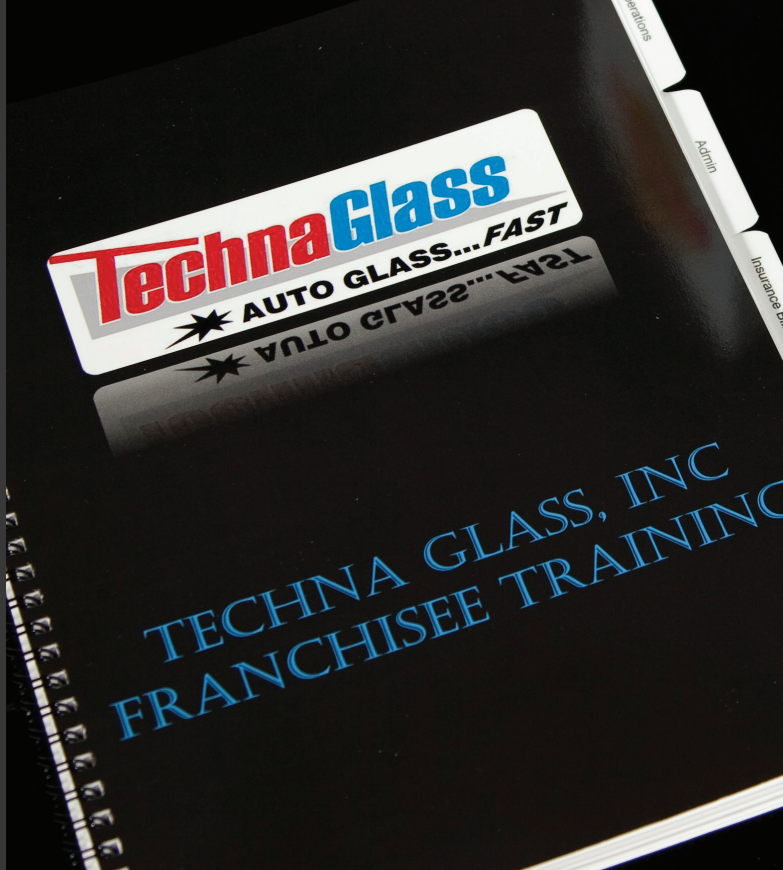
Convenient online ordering portal with hundreds of configurations.

Unified alignment across all 40 corporate stores.

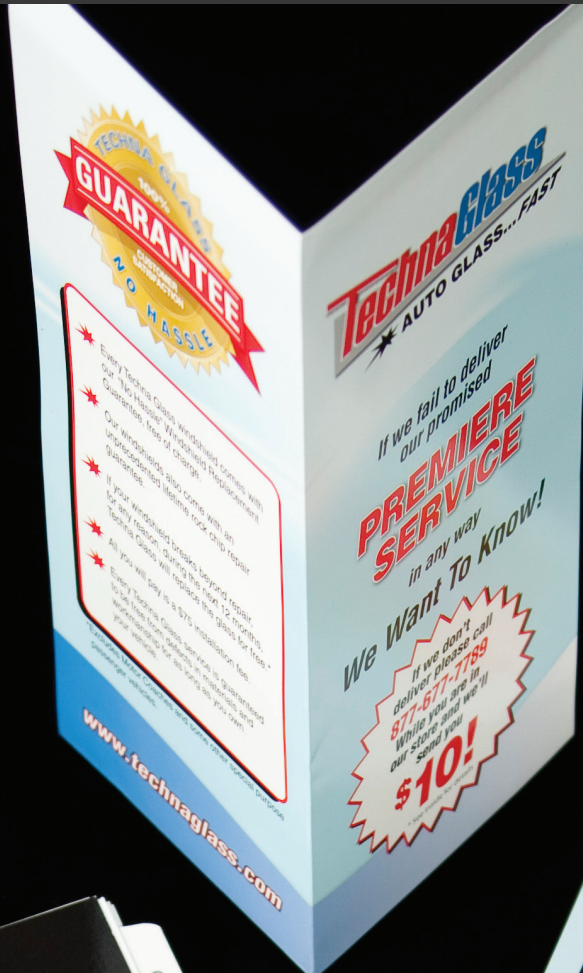
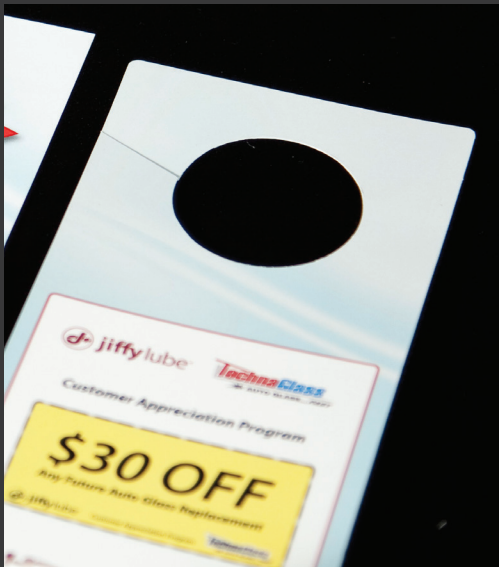
24/7 material tracking to regulate ordering and prevent out-of-stock collateral.

Elimination of duplicate orders.

No storage or disposal costs for excess or outdated marketing materials.



TechnaGlass
★ AUTO GLASS...FAST



"Working with Alexander's has not only helped us cut costs significantly on our printed materials, but makes order fulfillment much easier and convenient. Our managers now have a simple website with visual descriptions of the products and can place an order in a few easy steps. This has helped us focus on what we do best and leave the print worries to someone else. Both our corporate and franchised locations have benefited from Alexander's service."

—Brock Reese
Sales & Marketing Director
Techna Glass Inc.