



NEWS RELEASE

RRD Announces New Solution to Help Retailers Better Customize In-Store Marketing Materials

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Variable Content Automation for Retail allows businesses to efficiently create store-specific marketing materials while cutting production time and labor costs

CHICAGO--(BUSINESS WIRE)-- R.R. Donnelley & Sons Company (RRD) (NYSE: RRD), a leading global provider of marketing and business communications, today introduced a retail solution that streamlines the process of creating in-store promotional materials, while reducing production time and labor costs.

Through its work for 52 of the [National Retail Federation's top 100 retailers](#), RRD found that many retailers still rely on manual processes for creating their visual merchandising materials for floor displays, aisle end caps, window signage, and more. This entails everything from creating the design of materials and converting files from one format to another, to proofing and editing – tasks which are all time and labor intensive.

To solve these challenges, which are particularly acute in today's environment, RRD developed [Variable Content Automation for Retail](#). This new offering enables companies to create tailored-to-location marketing kits while cutting the project cycle from as many as 15 steps down to as few as four. By keeping both client and customer information in a single source, the solution creates a data center that automates the production of marketing kits, which allows RRD to kit pack in a way that optimizes store deployment time and effort. This also makes for easy visibility on key performance indicators and compliance rules from an operational standpoint while giving retailers the ability to identify new store-specific opportunities they could be capitalizing on through signage.

"Retailers with multiple locations require localized signage and marketing materials, delivered in a time- and cost-effective manner, in order to maintain competitive differentiation," said Toni Thompson, President, RRD Retail Solutions. "Even big-box chains have variations in product inventory and promotions they're running. RRD's Variable

Content Automation for Retail allows brands to cater to each location's specific offerings in a streamlined process – creating a win-win solution where retailers are increasing personalization while saving time and money."

In addition to developing the in-store materials at an accelerated rate, RRD's latest offering also helps employees at store locations better understand where and when specific signage should be placed via the automatic creation of store-specific lists. This helps ensure items are not incorrectly marked as part of a promotion and that signage is properly in place ahead of big sales.

"This solution allows our clients to improve their in-store marketing execution and focus their efforts on driving actual sales," said Doug Ryan, President of RRD Marketing Solutions. "At RRD, we take pride in constantly evolving our offerings to address the direct needs we're seeing in the industry. We want to empower our clients with the tools and technologies that will not only improve their workflows but give them a leg up on competitors."

To learn more about RRD's Variable Content Automation for Retail solution, visit rrd.com/vca-retail.

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 clients and 36,400 employees across 29 countries, RRD offers the industry's most comprehensive offering of solutions designed to help companies—from Main Street to Wall Street—optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies. For more information, visit the Company's website at www.rrd.com.

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