



NEWS RELEASE

RRD Implements Global SMART Manufacturing Architecture to Enhance Supply Chain Resilience

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- Strategic framework integrates Industrial Internet of Things (IIoT) sensors, advanced robotics and artificial intelligence (AI) across RRD global facilities
- Modernized production capabilities and accelerate cycle times for clients
- Standardized data infrastructure supports client ESG mandates by optimizing material usage and energy efficiency

CHICAGO--(BUSINESS WIRE)-- **RRD** has established a unified digital platform across global manufacturing facilities, marking a major shift toward fully connected production environments. RRD's Systematic Manufacturing, Automation & Robotic Transformation (SMART) strategy connects facilities and equipment on a shared data foundation, enabling real-time operational decisions.

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By linking data across production lines and facilities, the system dynamically adjusts manufacturing schedules based on incoming demand and material availability, mitigating risks common to fragmented print procurement models. RRD is directing investments into

advanced equipment, cloud technologies and specialized workforce training to build a smart factory infrastructure that directly aligns with client demand for enhanced supply chain resilience, accelerated speed to market, verified product quality and measurable resource conservation.

Standardized Digital Foundation and Advanced Automation

RRD's SMART manufacturing architecture leverages IIoT sensors and cloud platforms to link shop floors directly to enterprise resource planning systems. By establishing standard data models, the platform synchronizes production planning and inventory management across manufacturing locations in North America, Europe and Asia. Integrated AI and machine learning algorithms analyze this data stream to enable predictive maintenance, accurate demand forecasting and automated material resource planning.

The system integrates collaborative robots alongside digital tools like real-time, automated in-line sheet scanning to reduce press setup times, minimize paper spoilage and expand production capacity without interrupting active customer workflows.

Network Resilience and Client Benefits

The multi-region infrastructure provides capacity balancing across the operating network, protecting RRD clients from regional supply chain bottlenecks and disruptions. Recent investments in new machinery include sheetfed offset presses, digital presses, flexo label presses, multiple 57-inch die cutters, folder-glueers and various finishing equipment. This scaled equipment standardization ensures identical quality controls and rapid project transitions whether production occurs in domestic or international facilities.

For enterprise clients managing diverse portfolios of print, trading cards, labels and folding cartons, projects can be dynamically routed or split based on capacity, freight logic and proximity to distribution sites.

"The transition to a connected manufacturing framework changes how we balance production capacity and manage resources globally," said Al duPont, President at RRD. "By establishing a single digital backbone, we give our clients more predictable turnaround times, consistent quality standards across regions and verifiable reductions in material waste."

Sustainability and Safety

Optimizing production lines through predictive scheduling and asset digital twins directly reduces energy consumption and material waste. Additionally, automating high-risk mechanical positioning and routine administrative tasks enhances workplace safety, shifting personnel toward technical support and quality control roles.

About RRD

RRD provides a complete portfolio of marketing, packaging, print and business services to the world's most respected brands, including 92% of the Fortune 100. The company's proprietary technology, advanced data

analytics and established expertise fuel organizational decision-making, from strategy through execution. With operations in 30 countries, global organizations and regulated industries trust RRD to reduce complexity and drive audience connections across the entire customer journey.

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Source: RRD