



SPEED. SCALE. SOLUTIONS.

**TO MAXIMIZE MERCHANDISE
PERFORMANCE AT THE SHELF.**

Driveline[®]
MERCHANDISING SERVICES

**There's a better way,
and Driveline® delivers.**

Consumer packaged goods manufacturers introduce approximately 150,000 new products every year.¹

Managing this takes retailers an immense amount of time and can use up to 13.5 percent of their labor budget.² Driveline® solves this problem with a certified field force and a proven workflow, trusted to streamline the entire retail merchandising process.

Trust Driveline® with your merchandising services projects and see how our can-do attitude, quality teams and industry-leading executional transparency can reduce your merchandising issues and improve your sales and profits.

Utilizing our national scale, speed-to-market and advanced RetailGIS® SmartSystem™ technology, we are able to ensure accuracy and follow up with visual verification on every project, no matter the complexity.

Trusted Merchandising Partner

Preferred by leading Retailers and Manufacturers for in-store execution.

National Scale

Ability to consistently implement more than 100,000 events a week across more than 80,000 retail doors, making Driveline® local, everywhere.

Speed to Market

Quality execution of product cut-ins, recalls, department resets, store layouts and conversions in days, not weeks.

drivlineretail.com

¹ According to research by SymphonyIRI

² According to Forrester Research, Inc.

SPEED.

COMPLETION IN DAYS,
NOT WEEKS

SCALE.

100,000+ EVENTS A WEEK
IN 80,000+ DOORS

SOLUTIONS.

IN-STORE EXECUTION FOR RETAILERS
AND MANUFACTURERS

5 Key Reasons why Retailers & Manufacturers choose Driveline®

1. Shelf-Awareness

Web-based reporting and visual verification eliminates the guesswork about where your merchandising project stands. Quickly see and verify the accuracy of the product sets, down to the shelf level.

2. Shelf-Confidence

Trust us to get your job done right the first time, and every time. We live and breathe merchandising from the floor up, and we understand time and budget pressures. Our flexible approach and nimble process enable us to quickly compensate for unforeseen issues, and execute consistently across all stores.

3. Shelf-Assurance

Driveline® fields the best merchandising staff in the business. Working from your project spec, we match the skill sets of our highly qualified merchandising representatives to the exact needs of your program. Then arm them with the customized training, and technology they need to execute with excellence.

4. Shelf-Reliance

With RetailGIS® SmartSystem™ technology you'll always have the information you need at your fingertips. Monitor completion, run management reports, and see issue resolution in real time. Bottom line: we're not done until it's all done right.

5. Shelf-Defense

The best defense against your competition is making sure the customer has what they want, when they want it, every time. And we're right there with you, with a "can-do" attitude, sharp-pencil pricing, and speed-to-shelf process to turn projects in days, not weeks.

Let Driveline® help grow your sales and your bottom line. It's what we do.

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**TRUSTED
PARTNER.**

**NATIONAL
SCALE.**

**INCREDIBLE
SPEED.**

For Retailers

- Product Sets & Resets
- Deployment & Department Relocation
- New Store Set-Ups
- Store Conversions
- Visual Merchandising
- Fixture Sets, Breakdowns, Modifications

For Brand and Manufacturers

- Out of Stock Elimination
- Product Introductions
- Product Recalls
- Seasonal Deployment
- Promotion Surges
- Fixture Management
- Direct Store Delivery Ordering, Support, Pack Outs
- POP Display Management
- Online Plan-o-gram & Signage Management

SmartSystem™ Technology, Powered by RetailGIS®

- Full Suite of Analytic Tools for Store Environment, Spatial Management, Retail Shelf Optimization & In-Store Execution
- SmartMap™ Store Floor Planning & Capture
- SmartPlan™ ROI-Based Department, Category & Shelf Planning
- SmartProject™ Store-Specific Execution & Task Management

For more information on
Driveline® Merchandising Services,
call 888-824-7505, select option #7.
drivlineretail.com

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