

In-store promotions made easier by City Link's Retail Solutions

Companies can make substantial cost savings on logistics.

Companies launching in-store promotions can not only make substantial cost savings but streamline the delivery of promotional materials across their estate with a dedicated service offered by premium express delivery company City Link.

City Link has rebranded its successful operation Print Logistics, which specialises in delivering point of sale material across the UK in a co-ordinated manner, under the name Retail Solutions.

This time-critical service ensures that materials such as wobblers, window posters and display stands arrive on the same day in multiple outlets across the UK to support a promotional campaign.

All the relevant materials are collected by City Link from printers and suppliers and delivered in one consignment at each store on a specified date to ensure that a brand's campaign starts simultaneously throughout the UK.

Chris Lakey, Head of Retail Solutions, said: "Brand owners want promotions to have an impact - and for that to happen they have to be well co-ordinated and cleverly presented.

"Retail Solutions ensures all promotional material required to make an offer eye-catching arrives on time, in a single delivery, ready to use - at a highly competitive cost.

"By using our streamlined service, brand owners have made double-digit savings on the cost of distributing their promotional materials to stores and they can rely on us to get campaigns off to a good start."

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Our service is your advantage



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Retail Solutions has a number of high street customers and has co-ordinated delivery of a diverse range of POS and promotional material for campaigns as wide-ranging as technology product launches, film releases and new brand launches.

“Some promotions are short-lived so it is vital that campaigns start on time in every store. Indeed it can make or break the success of the campaign so precision is key when organising delivery into store,” said Mr Lakey. “Retail Solutions takes a proactive approach so brand owners will be alerted, for example, if printers are running behind schedule and will offer an alternative solution.

“We remove some of the room for excuses. There are immense benefits to be had both in cost and efficiency savings which brand owners are seeking in these competitive times.”

City Links' Retail Solutions' expertise has been built up over 13 years and is underpinned by City Link's 99% delivery performance and its sophisticated tracking systems.

Each consignment is clearly labelled as a point of sale delivery, enabling drivers to get goods swiftly accepted at stores as a matter of priority. Retail Solutions can also help by assembling materials if required.

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