



C-STORES

Overcoming Your Top Five Challenges

CURTIS1000
A Taylor Company

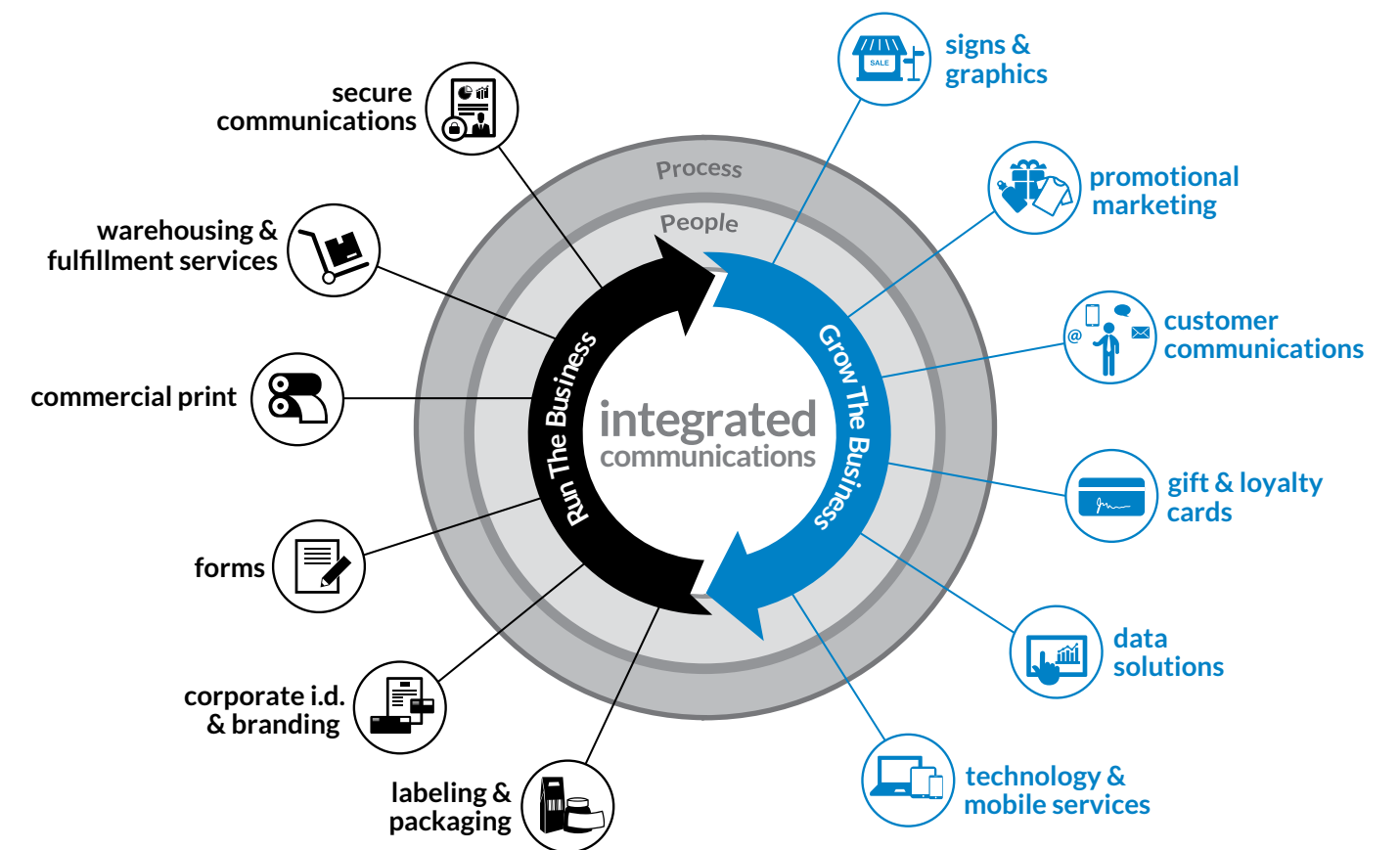
Five Challenges, Countless Solutions



Single Source Access: Curtis 1000 provides a single source of access for c-stores to the full power of Curtis' resources and full complement of communications solutions. We have the right mix of people, processes and technology to deliver unmatched efficiencies.

Seasoned Manufacturer: As a manufacturer, we have added control over quality, pricing, distribution and much more. We have the expertise to engage the Curtis location best suited to meet each of your needs, taking into consideration product scope, geography, capacity, deadline, etc.

Diverse Marketing Solution Provider: Curtis can leverage technology across the industry's broadest network to create solutions that improve customer experience, drive efficiencies and grow revenue. We are a national partner with production capabilities representing virtually all forms of print and associated marketing services, including store- and client-level data management solutions and digital development.



WE WORK WITH
24/7 of the **TOP 10**
U.S. convenience stores

#1 Getting customers from the pump to the store

Increasing foot traffic within your stores and encouraging high-margin purchases are crucial for boosting your profitability. With an average refueling time of 2-3 minutes, you have limited opportunity to leverage compelling promotions, signage and loyalty rewards to draw customers into the store.

How Our Solutions Help:

- Advertise offers and promotions with eye-catching and innovative **island and pump graphics, promotional signage**, and more.
- Give your customers a one-of-a-kind experience at the pump using their mobile devices with our **Augmented Reality (AR) technology**. Engaging and highly targeted content will bring them into your stores.
- Food service is one of the top drivers for in-store consumer purchases at c-stores. Display offers and promotions at the pump to entice your customers to purchase food items.



PREPARED FOODS ACCOUNT FOR **22%** OF A C-STORE'S NON-FUEL SALES.*



#2 Improving the customer experience

A strong in-store experience drives repeat traffic to your stores. Finding new ways to enhance that customer experience is key.

How Our Solutions Help:

Visual Messaging

- Convenience stores should be just that for your customers – convenient. Effective signage will ensure your customers find what they need quickly. If customers have a positive experience navigating your stores, they will be more likely to purchase items and return.
- Our solutions span from concept to completion: design services, project management, high-quality printing on durable materials, quick turnaround, fulfillment, distribution and installation services.
- Your stores' environment must be easy to navigate, inviting, relaxing and clean. Eye-catching and easy-to-read wayfinding and aisle signage will create an attractive, consistent look in your stores. In-store promotional signage will powerfully influence customers' purchasing decisions.

Technology

- Our KLIC Profile Manager is an online portal that ensures the optimal quantities of POP materials are produced and distributed. It gives you the ability to supply localized campaigns so your stores can promote the products that are most appropriate based on the demographics of each store.
- C-store retailers need to innovate continuously. Curtis 1000 can help you create an interactive and engaging experience with digital technologies like mobile loyalty programs and offers.

Labels and Packaging

- Consumer health and wellness trends show consumers seek fast, economical, high-quality and increasingly healthy options from their c-stores. Appealing to these needs is critical. Clear, easy-to-read labels and packaging go a long way toward enhancing customers' experiences with these food products and other in-store merchandise. With Curtis 1000, you will have the ability to print beautiful full-color photo-quality labels and signage on demand in your stores, saving your employees time and creating a better experience for your customers.
- The safety of your customers and employees is very important. Labels on gas pumps vary from state to state and even county to county so they cannot be mass produced. Our ability to produce durable labels digitally in small quantities and on demand results in time and cost savings for our convenience store clients.



**84 PERCENT OF MILLENNIALS
USE THEIR PHONES FOR IN-STORE
SHOPPING ASSISTANCE.**

#3 Building loyalty among customers

Attracting and retaining customers is one of the biggest challenges c-stores face. It's imperative that you meet the customer's immediate wants and needs. Millennials already account for 33 percent of c-store shoppers so remaining highly relevant to their on-the-go lifestyle is crucial.

How Our Solutions Help:

- **Mobile loyalty programs** are one of the most important technology offerings you can have, allowing you to push more personalized offers and compelling content to your customers.
- Attract, retain and make connections with your customers through our **multimedia campaigns** including email, direct mail, text and data management.
- Leverage our **promotional items** to raise money and promote your brand at charitable and community events.

WE MAIL
2BILLION
PIECES PER YEAR 



#4 Driving employee engagement

Leverage promotional products to improve employee engagement, retention, recruitment and more.

How Our Solutions Help:

- One way to recruit and retain employees is through the use of **promotional products**. We have items to help you recruit the talent needed to keep your organization running smoothly.
- Encourage teamwork or reward outstanding performance at your stores with an **employee recognition program**. Create and manage awards and prize distribution with ease.
- Our **employee uniform programs** create a welcoming environment for your customers, engage your staff, and differentiate your brand.



#5 Ensuring brand consistency

Maintaining a consistent brand can be difficult in this age of acquisition. With convenience stores seemingly on every corner, differentiating c-store brands can be challenging. Cohesive and consistent branding can establish trust in the mind of the customer.

How Our Solutions Help:

- We understand that your brand is everything. From colors and imagery to the quality and durability of the communications produced, our **attention to detail** ensures that your brand is consistently represented throughout the physical and digital store environments.
- Rebranding efforts are second nature to us. Whether the result of an **acquisition or a brand revitalization campaign**, Curtis can quickly and economically implement your new brand standards company-wide.



**MORE THAN 70 PERCENT OF
FORTUNE 500 COMPANIES
TRUST THEIR BRANDS TO
CURTIS 1000.**



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