

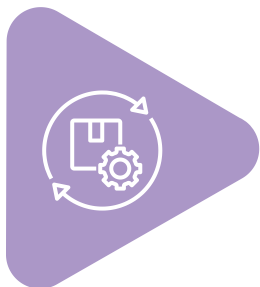
CASE STUDY

**FLOOR &  
DECOR**  
TILE • WOOD • STONE



DRUMMOND.COM

**DRUMMOND**  
experience reimaged



## Consumer Experience Reimagined

At Drummond, we take a holistic approach, looking at not just individual areas of opportunity, but how those solutions fit together in the overall picture. We work hand in hand with our clients to custom build tools that integrate seamlessly into their current system for an easy transition to a more streamlined process that reduces both waste and overhead.

## The Challenge

Drummond partnered with a small Atlanta flooring retailer with just 10 stores and has helped them along the way as they have grown to 140 stores nationwide. As they expanded, they faced several print inventory and supply challenges we helped build custom solutions for. Their needs included:

- Building an online management system to better track their internal print inventory
- Developing an e-commerce site for store operations to manage their print products
- Cutting down waste from excess inventory, such as printed forms and store signage
- Inventory tracking of all the in-store admin and marketing materials needed to open a new store and get it running.



The collage features several images: a living room with a brick wall and wood flooring; a bedroom with a patterned rug; a store sign for 'FLOOR & DECOR'; a sign for 'EVERYDAY LOW PRICE'; a sign for 'ABOVE & BEYOND'; and a sign for 'LOW PRICES, EVERY DAY!'. A red banner at the top of the collage reads: 'For proper installation, please use the pattern alignment shown.'

**For proper installation, please use the pattern alignment shown.**

**DON'T FORGET**

- MOLDINGS
- THRESHOLDS
- FLOOR REGISTERS
- STAIR TREADS
- ADDITIONAL UNITS

**Our Core Values**

**Go Above & Beyond.**  
I go above & beyond to deliver world-class customer service, improve what I do every day & drive innovation.

**CARE for People.**  
I respect all members of the team & ensure that everyone feels engaged, safe, valued & included.

**Make a Difference.**  
I act with integrity & lead with accountability to make Floor & Decor the best we can be.

**There is No Finish Line.**  
I am empowered to be the voice of change & aggressively pursue what's next.

**One Team. One Dream.**  
I know that we are all in this together & will collaborate with commitment to our shared success.

**Our Mission**

As a category killer, we will offer a dominant in-stock, locally assorted selection of high-quality hard surface flooring & related accessories, all at the lowest prices in the market we serve. We will serve our associates & customers by executing the "F&D" of retail at the very highest level. We will serve our customers with Above & Beyond service, a safe shopping environment, inspirational displays & a compelling shopping experience. We will serve our shareholders by continually driving increased value by leading the industry.

**FLOOR & DECOR**

**WE WILL NOT BE BEAT ON PRICE!**

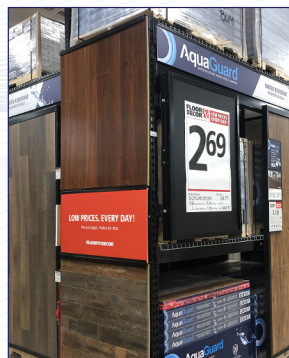
**EVERYDAY LOW PRICE**

**ABOVE & BEYOND**

**LOW PRICES, EVERY DAY!**

**¡Precios bajos todos los días!**

**flooranddecor.com**





## Reimagine The Results

Not only did Drummond integrate our Wavelength custom suite of tools that helped manage inventory and the ordering supply chain, but we managed their inventory and printing. Because we were purchasing and producing the materials, we could predict demand and greatly reduce waste from excess ordering. We worked closing with store operations so they could order products individually and have continual tracking reports that kept them in budget. Working hand-in-hand with their internal team we:

- Managed inventory with quarterly business reviews and monthly statements, working closing with store operations
- Developed a Wavelength portal for individual stores to order products; headquarters automatically flagged with any unusual spends
- Monitored product usage to better predict store needs and reduce excess inventory
- Maintained a high level of brand compliance, making it easy for individual stores to order event collateral while adhering to brand guidelines

Drummond values our partnerships and is dedicated to setting our clients up for long-term success. Wherever there are areas of opportunity in your print supply chain, Drummond has innovative solutions to optimize your workflow and enhance your ROI.

**Let's build something together!**

# **DRUMMOND**

experience **reimagined**

## **About Drummond**

Drummond helps brands take their customers' experience to the next level by bridging the gap between digital and print, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.

## **GET IN TOUCH**



5664 New Peachtree Rd,  
Atlanta, GA 30341

(678) 597-1050

[info@drummond.com](mailto:info@drummond.com)