



Independent Liquor Group Picks a Winning Retail Printing Solution

SignIQ and Fuji Xerox delivers ILG certainty in reducing their in-store promotional ticketing costs and enabling control and compliance

Sydney, AUSTRALIA 30 July 2009 Independent Liquor Group (ILG), an Australian member-owned co-operative for wholesale liquor retailers, has selected SignIQ, a leading provider of in-store promotional ticketing solutions to provide its Integrated Managed Print Solution for Little Bottler retailers.

SignIQ's Integrated Managed Print Solution for retail promotional ticketing combine with Fuji Xerox printers to deliver a complete solution for designing, distributing and producing in-store promotional ticketing. Under this agreement, Little Bottler retailers in New South Wales and Queensland will adopt SignIQ to print customised promotional and marketing material in-store in full colour using Fuji Xerox DocuPrint C3210DX colour laser printers. Little Bottler retailers will be charged a fixed cost per page, irrespective of how much toner or other consumables are used.

Roger Miller, General Manager of IT and Communication said, Independent Liquor Group has implemented SignIQ as it allows us to manage our printing costs better and ensures our brand is uniformly represented across all retail outlets. The SignIQ solution is easy to use and allows our outlets to print full colour customised promotional materials according to their individual needs. Our decision to use colour printing in-store was driven by the fact that colour amplified the many benefits delivered by SignIQ.

Besides improving the quality of in-storage signage, Little Bottler now has greater control over the types of promotional tickets they need including formats and quantities required. Store owners can also produce additional material for individual store promotions not related to Little Bottlers promotions, with the same high quality as those sent electronically by ILG.

Miller added, In the past, in-store promotional tickets were centrally produced, printed and distributed to the outlets. Little Bottler retailers can now execute promotions quickly and we enjoy greater savings as fewer resources will be utilised for print promotions. SignIQ delivers us the certainty to reduce our in-store promotional ticketing costs and improve compliance and control.

Michael Ursino, Director of SignIQ said, Our Integrated Managed Print Solution for promotional ticketing has demonstrated the flexibility and cost savings that retailers can achieve through colour printing in-store. Retailers can now enjoy the benefits of printing in-store to a business-grade Fuji Xerox printer at an affordable price. Being selected by Independent Liquor Group for this contract is a great win for us and another example of a smart retailer seeing in-store promotional ticketing as a strategic tool.

David Borg, National Sales Manager for Fuji Xerox Printer Channel Australia/NZ said, We are pleased to be working with SignIQ to provide Independent Liquor Group with a competitive advantage through a managed print solution. Our partnership with SignIQ proves how managed print can be affordably deployed in a range of vertical markets such as retail.

SignIQ's Integrated Managed Print Solution provides retailers with many distinct advantages and these include:

The flexibility to print on-demand anytime, anywhere and to make changes to in-store promotional ticketing when required, complying with the retailers formatting guidelines.

The ability to allow retailers to better leverage their investment in catalogue advertising by following their promotional concepts through to the shelf.

This enables retailers to unify their out-of-store advertising, marketing and promotional content with in-store visual merchandising.

Reducing the level of waste as individual stores can determine how much promotional material they need to print based on what they want to display.

Streamlining operational processes as promotional materials do not have to be printed, stored or transported to individual stores. This reduces production and distribution costs for promotional materials.

Improving staff productivity as Fuji Xerox printers are designed to print large batches of signs and labels without the need for supervision or monitoring.

Enhancing the creativity for in-store displays as Fuji Xerox printers are designed to take different types of paper stock required for promotional tickets including signs, shelf talkers or small format posters.

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About Fuji Xerox Fuji Xerox Co., Ltd. is a 75-25 joint venture between FUJIFILM Holdings Corporation and Xerox Corporation (U.S.A.) that develops world-class office and publishing equipment/systems, digital colour/monochrome multifunction devices, as well as document management software, solutions and services in Japan and the Asia-Pacific region. It is also a world leader in printing and finishing solutions and offers a comprehensive range of colour and black and white printers, available through an extensive reseller channel and retail network. Fuji Xerox's focus on research and development has led to many breakthroughs and a large number of patents, making it a global leader in technology, which adds greater value and

boosts its customers productivity and efficiency.

Founded in 1962 with a headquarter in Tokyo, Japan, the Company employs approximately 40,000 people globally, and has more than 70 domestic and overseas affiliates and sales subsidiaries. Fuji Xeroxs consolidated revenues topped one trillion yen in fiscal 2003 for the first time.

For information on Fuji Xerox, visit www.fujixeroxprinters.com.au or call 1300 793 769.

About SignIQ Established over 15 years ago, SignIQ are an Australian company dedicated to delivering an efficient and simple to use, in-store marketing solution to retail clients across Australia.

SignIQ is an innovative in-store marketing software solution that automates and streamlines the entire head office and store promotions ticket production process.

SignIQ's ability to provide a tailored solution and significant ROI has seen SignIQ adopted by many of the major retailers in Australia.

With over 450 customers across 5,000 retail stores, SignIQ is Australias leading in-store marketing software solution.

For more information, visit www.signiq.com