



# The Real Value of Choosing a *Multi-Service Vendor*

## CASE STUDY

### THE CLIENT:

Medical Device Manufacturer

### THE CHALLENGE:

A medical product manufacturer faced the challenge of providing education and usage information of their product to physicians for patients who are implanted with their device. Their intention was to provide a single multi-piece packet which would contain all of the necessary materials the patient would need.

Qty: 10,000

Budget: Less than \$3.50 per packet

### THE SOLUTION:

Contact **Graphic Solutions Group**.

A senior sales representative from Graphic Solutions Group engaged with the client to understand their specific needs, the purpose for the materials, and how they will be used. With this understanding, she recommended a printed education booklet, printed checklist, plastic patient ID card with snap-off key-ring card, rubber patient identification bracelet and a printed folder to house these materials. The entire packet would need to be small enough to mail in a 6" x 9" mailer envelope and be user friendly for the patient.

### THE VALUE:

By choosing a multi-service vendor, the client can source all of the materials from one location: print, promotional item (i.e. ID card and bracelet) as well as fulfillment of the kits. While many printers may profess to have the capability to handle this type of project, Graphic Solutions Group has the experience and mechanics to **produce** the project.

By partnering with Graphic Solutions Group, the client is assured of cost efficiency, quality craftsmanship, consistent materials, and excellent customer service with experienced sales and project management staff. This client now looks to GSG as a true business partner.



## GRAPHIC SOLUTIONS GROUP

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