



Standard Register To Launch SMART Franchise Marketing at IFA Annual Convention

Franchisees Can Achieve Local Marketing Success, Receive 1:1 Support With Common Challenges

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DAYTON, Ohio--(BUSINESS WIRE)--Standard Register (NYSE: SR), a leading provider of workflow, content and analytics, will introduce attendees of the International Franchising Association (IFA) annual convention to SMART Franchise Marketing, a solution designed to drive local marketing success and ensure brand consistency through an effective cloud-based platform.

SMART Franchise Marketing recognizes the need for franchisees to leverage the benefits of ever-growing CRM data and social channels for local marketing initiatives, without franchisors losing control of their brand identity. Franchises within business, commercial and residential, and personal services sectors can harness an integrated approach to the design, production and distribution of online, offline and on-product marketing communication tactics.

"SMART Franchise Marketing provides franchisees with immediate access to a simple solution for ordering personalized marketing, direct mail, point-of-purchase signage and campaign materials in just the right amounts," said Shawn Dan, franchise solutions director, Standard Register. "This is a franchise business application designed for Standard Register's SMARTworks® technology platform to leverage and manage branded content across distributed sales channels."

Dan said Standard Register's research confirms franchisee marketing services and enablement, armed with the right formula of distribution, technology and tactics, is the cornerstone of results-driven marketing success for franchisors. A major reason is that the approach can significantly increase the marketing adoption across the franchise, increasing brand awareness and consistency. He noted a current personal services franchise customer with more than 2,500 units saw over 80 percent franchisee marketing adoption and a double-digit increase in store traffic as a result.

Standard Register's Marketing Services Studio can provide 1:1 support to individual franchises, which also fosters higher adoption. Specialists with visibility into the world of franchising help with common marketing challenges like in-store visuals, direct marketing campaigns and social media management.

That visibility has been powered in part by Standard Register's enrollment of several dozen employees in IFA's Certified Franchise Executives (CFE) program. "We believe that becoming a strategic marketing partner to our franchise customers depends on us staying very current in our understanding the relationships, business practices, history, legislation and financial nuances involved in franchises," said Dan, who will join the latest class of CFE graduates at the IFA convention.

About Standard Register

Standard Register (NYSE:SR) is trusted by the world's leading companies to advance their reputations and add value to their operations by aligning communications with corporate brand standards. Providing market-specific insights and a compelling portfolio of workflow, content and analytics solutions to address the changing business landscape in healthcare, financial services, manufacturing, transportation and retail markets, Standard Register is the recognized leader

in the management and execution of mission-critical communications. More information is available at <http://www.standardregister.com>.

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