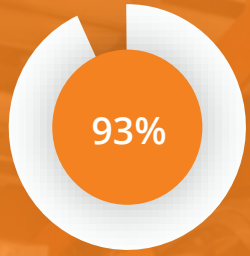
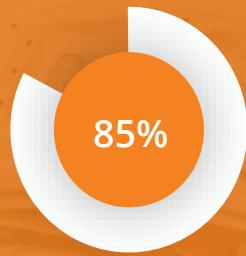


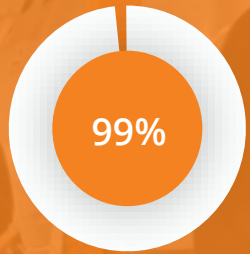
Customer Reported



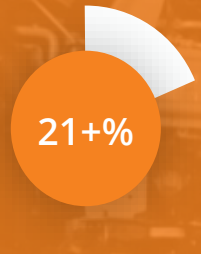
Reduction in Turnaround Time



Reduction in Obsolete Labels



Reduction in Warehouse Space



Hard Cost Savings

*"...DuraMark has gotten us out of the inventory business, and they helped us reduce costs on every level, from creation to delivery..."*

*"...Thanks to DuraMark, we are saving more than we were spending..."*

– General Motors, Purchasing



HOW GM SOLVED SERVICE PARTS ISSUES THROUGH FLEXIBILITY AND SHORTER TURN TIMES, SAVING MILLIONS OF DOLLARS

### A Better System with the Right Technology Partner

When a vehicle gets in a collision, any labels on the vehicle that are damaged are required by law to be replaced back to the original state as part of the collision repair in the dealership or body shop. This requirement dates 15 years to the date the vehicle was manufactured.

This legal mandate coupled with a traditional label process and printing created several pain points for the GM Service Parts Organization.

Using a combination of technology and innovation, DuraMark's Rapid Response Center receives daily orders electronically that can then be digitally processed, produced and shipped, eliminating the need for any inventory or updates creating obsolete parts.

Today, DuraMark receives approximately 600 transactions daily and provides a 24-hour turn time with a 100% on-time delivery rate—a meaningful difference for GM, its dealers, and customers.

### 100% Digital Printing

DuraMark's digital printing capabilities solved many of GM's label issues. In addition to producing high quality, remarkably durable labels, digital printing meant no minimums. GM no longer had to buy and store a thousand of each label, only to throw them away every two years. The difference was dramatic. By switching to DuraMark, GM reduced label and inventory costs, while virtually eliminating obsolescence.

### EDI for JIT

GM communicates orders electronically with preferred suppliers by way of Electronic Data Interchange (EDI). By combining EDI with advanced digital printing technology and Just in Time (JIT) processes, DuraMark was able to quickly, accurately, and efficiently deliver the exact quantity and type of label needed within 24-48 hours of when GM needed it.