



eat good... look good... feel good...



## SALATA BOOSTS BRAND CONSISTENCY, MINIMIZES ACCOUNTING PROBLEMS, AND LIGHTENS GRAPHICS DEPARTMENT WORK LOAD WITH VISUALOGISTIX

### THE CLIENT

Founded in 2005, Houston-based Salata has more than 40 corporate-owned and franchise locations in Texas, Illinois and Southern California and currently has signed agreements to open 40 more by the end of 2016. The “Next Generation Salad Bar” concept is gluten-free certified and offers tossed-to-order salads and wraps made from a selection of more than 50 fresh, pure ingredients including an array of lettuces, vegetables, fruits, cheeses, seeds, nuts, chicken, seafood and vegan proteins. All of Salata’s dressings, soups and sauces are house-made. Freshly made soups, breads, desserts and signature teas and lemonades round out the menu.

### THE CHALLENGE

Salata’s corporate office knew that they had some challenges in their restaurant when it came to the creation, distribution, and implementation of their printed signage and menus and they knew that because of their rapid growth they could no longer handle all of the logistics by themselves. They simply did not have the manpower in the office to handle the creation, distribution and implementation of printed visuals as well as the invoicing, shipping, and warehousing of these visuals. When they realized they needed a solution for this problem, the first place they looked was Visualogistix.

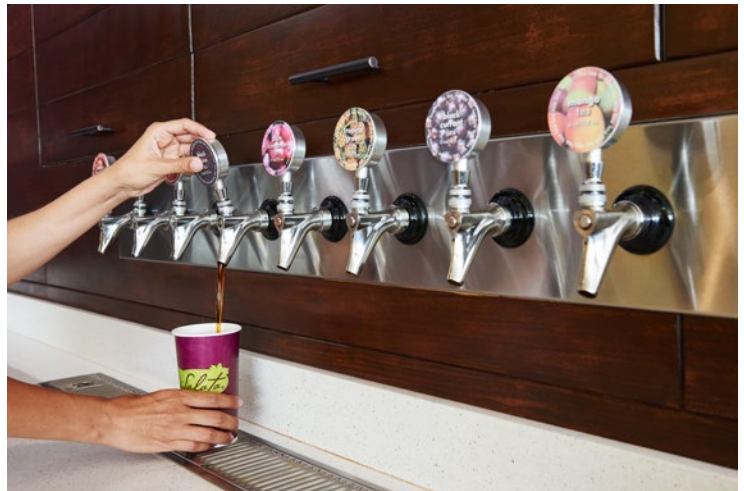


Due to the fast pace of their expansion, Salata was faced with and frustrated by challenges that commonly affect many growing franchises.

Firstly, their various franchisees wanted to order from personal third-party printers, which meant each Salata location had differing print quality and color displays.

Secondly, they were bombarded with invoices for their various franchise stores. Printed visuals and menus would be ordered in bulk by Salata's corporate team, who was also responsible for invoicing each store with these items. The task was incredibly time consuming and a very heavy workload.

Thirdly, they were having to deal with personally shipping out items to various franchise locations and maintaining an inventory of all the upcoming LTOs, menus, and print signage in their corporate headquarters.



**“What makes Visualogistix so appealing is its all-in-oneness. We can depend on them throughout every step of our visual graphics process, from the creation to the distribution. Their marketing asset management solution helps us ensure brand consistency while still giving franchisees freedom to create and implement localized pieces – a win-win in our book.”**

- Zarina Shah, Graphic Designer, Salata

## THE SOLUTION

Salata sought Visualogistix' assistance with the goal of providing an easy and convenient way for stores to order all printed items—menus, in store signage, coupons, banners, etc.—to help them maintain their brand standards. Visualogistix delivered the solution by:

- Eliminating the need for personal third-party printers and taking control of all of Salata's printing needs, which helped Salata maintain brand consistency in all of their franchise locations.
- Managing the invoicing for franchise stores. Franchisees now pay directly through the Visualogistix Branded Marketing Portal, taking Salata's corporate team members out as the middle men and freeing up their time to focus on other to-dos.
- Shipping materials to franchisees and maintaining Salata's visual inventory in climate-controlled, secure warehouses, freeing up workspace in Salata's corporate office and eliminating the burden of having to ship large amounts of visual materials from the corporate headquarters.
- Freeing up time for Salata's graphics and accounting departments to focus on other projects and tasks.

## THE RESULTS

Thanks to Visualogistix' solution Salata now has an easy way to manage all of their franchisee's required and optional visual graphics in one place. The Visualogistix Marketing Asset Management solution gives Salata's corporate team members complete control of their marketing content while allowing for local market customization. The flexible interface makes it easy for both Salata's corporate marketing management and local management to get what they need when they need it. Visualogistix has supplied Salata's visual graphics on time and on spec to their various locations and will continue to provide this service as the Salata brand grows nationwide.

**TAKE YOUR BRAND TO THE NEXT LEVEL.**  
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