

Contac Expands One-Source Procurement Platform

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Vancouver, Canada – Contac is pleased to announce that Whirlpool Canada, a leading manufacturer of appliances, has adopted Contac's new supply chain Procurement Platform. This single-source solution integrates print, logistics and distribution capabilities into a centralized online portal, fully customized to meet Contac's clients' distinct needs.

As Whirlpool Canada's national marketing, print and distribution provider, Contac has extended their strategic affiliation through the Procurement Platform that manages all components of Whirlpool Canada's management of Customized Literature, Point of Purchase (POP) material, Admats and In-Store Displays for its network of Trade Customers. This solution allows for a streamlined approach and therefore helps reduce the high costs traditionally associated with creating, warehousing and distribution of marketing and promotional materials.

"We are thrilled to have the opportunity to provide Contac's complete suite of services and execution excellence," says Riaz Pisani, Contac's President and CEO. "By providing value, savings and efficiencies, our goal is to ensure Whirlpool Canada's Trade Customers are equipped with the highest quality marketing products in a timely fashion."

"We believe leveraging the Contac Procurement Platform will result in increased efficiencies and overall cost savings," explains Philip Lowry, National Manager, Merchandising and Training Whirlpool Canada. "Contac's state-of-the-art print facility, easy-to-use inventory management system and real-time online ordering and reporting capabilities will allow us to control the management of our marketing literature and keep the integrity of our merchandising and branding consistent across Canada."

About Contac

Originally founded in 1978 as a third-party logistics company for the travel industry, Contac expanded its services to become a single-source solution providing the highest quality production and distribution of marketing collateral for major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto, Montreal and London, UK. For more information, visit www.ContacServices.com.

Media Contact

Contac
Tanya Fruehauf
Executive Liaison
604.688.5523
<mailto:Tanya.Fruehauf@contacservices.com>