

kdm.

QSR + Fast Casual Environment Solutions



Full-Service QSR + Fast Casual Solutions

KDM is your full-service supply chain partner. We use intuitive technology, experienced staff and flawless execution to help QSR + Fast Casual brands improve sales at the point of purchase. With KDM, you can maximize impact, increase year-over-year sales and build brand recognition.

Our solutions are versatile to meet your organization's needs, with a variety of sizes, substrates and applications. Leverage KDM's professional print capabilities to create a completely customized, branded look. Additionally, we provide on-sight installation services. Contact us for a complimentary consultation and contact-free, on-site assessment to craft a QSR + Fast Casual environment solution.

<https://www.kdmpop.com/contact>



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Your Single Source for POP Print

KDM offers full-service print solutions that are fast, flexible and brand compliant. Our print production capabilities include five printing methods, supported by 25 presses, that consistently produce high-quality deliverables. Whether your marketing needs call for signage, 3D displays or wall-to-wall graphics, KDM's experienced team delivers the eye-catching print pieces that drive sales at the point of purchase.

KDM not only ensures that your collateral looks great coming off the press but also once they reach their final destination.

Whether your POP print needs to be delivered locally or nationally, you can count on KDM to safeguard your marketing execution with our in-house warehousing, fulfillment and distribution services.

KDM is your full service QSR + Fast Casual solutions provider



Explore KDM's Unlimited Resources

- Large + small format print on demand that can be localized
- The ability to print on virtually any substrate, including plastic, vinyl and polyester
- In-house finishing, including custom die-cutting and bindery
- Warehousing and national distribution, including custom kitting



High-Quality Prints

- Dining room POP print from wall to wall and floor to ceiling
- Outdoor POP print including window clings
- Signage, murals and vinyl graphics
- Menu board design and execution including drive-thru
- Branded promotional items

Leave Diners Hungry for More

In order to attract new diners and repeat customers, QSR and Fast Casual restaurants need to serve up more than fast, delicious food. Your restaurant environment must deliver an enticing and memorable experience every time.

KDM can design and build out a restaurant from the ground up or spruce up a location with fresh wall graphics, seating and fixtures. We help franchisees successfully replicate the environment with brand standards, layout planning, on-site fabrication and installation.

Additionally, we help franchisees successfully execute localized marketing programs with services like print on demand, fulfillment and distribution through our proprietary online ordering and management technology - INTELLITRAK™.

“KDM blew us away. Every store that Mr. Seafood opens will definitely be with KDM.”

Rasheed Nurudin, Owner of Mr. Seafood



Execution

A good strategy is only as good as its execution. It means having 50 years of customer-centered, print production experience. It means ensuring your marketing materials are executed and delivered with precision. With us in your corner, you will gain an effective partner for every aspect of your in-store marketing agenda—whether you have one location or 100.



Expertise

Deep industry expertise guides our team so we can determine the best materials for the right application, in any environment, every time. Insights by INTELLITRAK™—including inventory levels, purchasing patterns and campaign performance—help inform these decisions so you can feel certain about the marketing execution choices you make. Our goal is to help retail brands and store locations maximize sales at the point-of-purchase and keep customers coming back for more.



Create an Appetizing Experience

KDM has the flexibility and knowledge to help you create compelling, localized environments that provide meaningful brand experiences.

Whether you need an entirely new environment design or an exciting restaurant remodel, KDM’s skilled team of designers and craftspeople focus on every detail of your location and bring it to life.

KDM makes extending the design of an established in-store environment easy for franchises.

From design and fabrication to production and installation, we can help you create a consistent brand experience at multiple locations with distinct store layouts.

KDM not only crafts the components, but can also install them on-site



Environment Design

- Discovery and design consultations
- Permanent merchandising displays
- Custom builds and prototyping
- Detailed installation

Custom Fixture Design + Fabrication

- Casework and millwork
- Cash wraps, counters, and dining
- Interior QSR + Fast Casual décor
- Wood, plastic, glass, metal and wire options

Make It Personal

Looking for Branded Promotional Products? KDM is your resource for 1000's of branded products and apparel to support your marketing needs: any theme, budget or target audience. Extend your QSR + Fast Casual brand's reach and create a lasting impression.

Our extensive selection of branded promotional products will satisfy for every occasion. Promote your brand at events, celebrate achievements and create a lasting impression with KDM's exceptional catalogue of branded products — from apparel and uniforms to desk accessories and outdoor signage.

Pair that with KDM's warehousing, fulfillment and distribution services and you've got a perfect partner for all your environment product needs!

Generate Brand Awareness with KDM's Branded Promotional Products



Promotional Product Solutions

- Apparel and fashion accessories
- Mugs, cups, and drinkwares
- Office Accessories
- Awards and gifts
- Floor and counter mats
- Light-up, LED and neon signs



Solutions that Drive Traffic

- Sidewalk and store front signs
- Flags and pennants
- Inflatables
- Flying wind banners



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Have a new promotion? Need to ensure your regional locations have access to the right branded materials? Want to provide restaurant managers the ability to act swiftly in response to competition and local trends while reducing excess inventory?

**INTELLITRAK™ is the most user-friendly
and robust platform of its kind**



- [illegible]

- Access to profile driven, location-specific data
- Customize print materials via variable data driven templates
- Print only the quantity you need, when you need it
- Visibility into inventory levels, purchasing patterns and campaign performance



Right Materials Right Location Right Time

KDM delivers your materials where and when you need them. Our dedication to quality control and established workflow supports visibility through project completion, whether it's a single daily order shipment or a promotional campaign to multiple locations.

Strategically headquartered in Cincinnati, Ohio with additional production and fulfillment facilities in Atlanta and Nashville, we are uniquely situated to deliver the quality materials, without you worrying about compressing your schedule.

Further streamline your process by warehousing with KDM. With a footprint of more than 420,000 square feet, we offer warehousing for everything we print or manufacture: POP/POS, retail store fixtures, merchandise displays, branded promotional items and more!

KDM provides in-house kitting, packing, labeling and pre-assembly



Internal Warehousing

- Kitting from 5 units to 500,000+
- Real-time inventory management systems integrated with INTELLITRAK™
- Same-day shipping on inventoried items when orders are placed before noon



KDM is strategically located for national distribution within 2 days to 56% of the U.S. population.



Discover all of the ways we can serve you.

**POP Print
Fulfillment + Distribution
Environments
Merchandise Displays
Branding
INTELLITRAK™**



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