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Auntie Anne's Customizes Menu Boards With On-Demand Printing

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Bakery franchise **Auntie Anne's** is leveraging Print On Demand technology from retail marketing services provider **GSP** to print customizable menu boards that can contain content specific to each of its 900 locations.

With the Print On Demand solution, Auntie Anne's can:

- Process all menu board requests through a single system;
- Make it easy for users to select products sold at individual locations;

- Space product text correctly and maximize images for design purposes; and
- Adjust pricing for local variations and test new items without compromising brand consistency.

"We needed a more convenient solution for ordering menu boards to help us stay competitive," said Meredith Wenz, Director of Marketing for Auntie Anne's. "The existing process did not allow for all of the product variations and the numerous franchise requests that could overload our marketing and creative teams."