

# CASE STUDY:



## MARFIELD IS A GREAT PARTNER FOR "ONE TOYOTA"

### Local Partners Lead to Efficiencies

When Toyota announced it was relocating its North American headquarters from Torrance, Calif., to Plano, Texas, it was aiming to fundamentally change the way it operates its businesses in North America. Maintaining three separate headquarters in California, Kentucky and Michigan, while operating separate sales and marketing, finance, manufacturing and engineering companies, had become unwieldy. Gathering everyone together is meant to create a unified company – One Toyota – that spans all locations, improving Toyota's ability to collaborate and increasing their competitiveness in an increasingly fast-paced market. "Finding local partners in the Dallas Metroplex that can support the One Toyota directive to create efficiencies across the organization is a key part of the transition, and Marfield is a great fit," said Tim Yamada, Diversity Manager at Toyota Financial Services.

### Marfield's Online-Stationery-Store is the most complete and trusted web to print platform on the market

Marfield manages Toyota Financial Services printed collateral which includes business cards, envelopes, letterhead, brochures, and even holiday cards across multiple teams. "The breadth of services they offer is exactly what we were looking for," said Jamie Watson, Procurement Manager. She continued, "Marfield was able to create a customized online order platform that is brand compliant, tailored to separate department needs, and integrated with our purchase order third-party software." Marfield created a one-login solution for all online ordering, making it easy for Toyota Financial Services employees to place orders online and receive product quickly, while ensuring competitive pricing.

### Marfield can meet additional needs as a full-service printing and graphic design partner.

Marfield regularly provides in-person sales support at the Plano HQ offices to assist with other printing projects that are outside the stationery scope such as posters, booklets, collateral, etc.

Watson added, "what makes Marfield a perfect fit is their attitude and customer service. At Toyota, it's just as important to be able to share great partners across the company that we know are a good fit. Marfield is one of those organizations."



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