

Best Practices in Digital Print

FIFTH EDITION CASE STUDY



ing Initiative



the Digital Printing Initiative

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Project: Performance Food Group Uses Personalized Benefits Statements
Vertical Market: Other
Business Application: Collateral Management & Fulfillment/Personalized Information Kit

Program objectives:

- Provide employees with a more complete picture of their benefits
- Motivate employees to take advantage of unused benefits
- Inform employees about benefits changes

Significant results reported by user:

- 97% found it helpful to know benefits before open enrollment
- 91.4% found information easier to understand
- 88.5% would use the personalized statement to enroll in additional benefits

Performance Food Group

LOOK WHAT'S INSIDE FOR 2005!

Your family's health and well-being are important to us at PFG. Take a look at some of the benefits available to you.

LONG TERM DISABILITY - In 2005, PFG will pay the full cost of long term disability insurance—it's an important way to protect yourself against a loss of income should you become unable to work because of an illness or disability.

PAID TIME OFF - In 2005, your paid time off benefits will be changing with the introduction of a new Paid Time Off plan. A PTO plan provides you with the flexibility that you need to schedule sufficient time off for relaxation, to promote good physical and mental health, and to attend to important personal matters. By introducing this, we can ensure that time away from work is both a flexible and an equitable benefit to all of our Broadline and West Creek associates. More information on the PTO plan will be provided during the Open Enrollment meetings.

MEDICAL COSTS FOR 2005 - Remember, PFG offers excellent medical coverage. Yet, like all companies, we're fighting the rising costs for health care, prescription drugs and other medical services. Working together we can help control health care costs. PFG has absorbed much of the increased health care costs for 2005; however, there will be some cost changes for associates related to premiums and copayments.

FLEXIBLE SPENDING ACCOUNTS - You can have pre-tax dollars deducted and put aside to reimburse you for health care or day-care expenses. By participating in the Healthcare Spending Account or Dependent Spending Account you can decrease your taxable income and save at tax time!

Health and Wellness
- Statement reflects selections as of September 1, 2004 -

Your family's health and wellness are important to us. Each year, you are able to select health, vision and/or dental coverage. As of September 1, 2004 you elected the following:

Medical
You have elected Scott & White HMO; EE & Children.

Dental
You have elected MetLife PPO Dental; EE + Dependents.

Vision
You have not elected vision coverage.

Employee Assistance Program
We offer a variety of free confidential counseling services through ComPsych, a guidance resource company. The counselors can advise you in many different areas of your life and offer specialty advice on financial, legal and family matters. The EAP is available 24 hours a day, seven days a week by calling 1-877-274-7342.

Flexible Spending Accounts
We offer Flexible Spending Accounts for Health Care and Dependent Care. You can put aside pre-tax dollars to cover non-reimbursed healthcare, dental and vision expenses as well as child, dependent and elder care.

Health Care
You can reduce your taxable earnings and be reimbursed for expenses like eyeglasses, co-payments, lasereye surgery, and over the counter drugs.
You did not elect to contribute to the Health Care Spending Account.

Dependent Care
Associates who pay for child care and/or elder care can set aside a maximum of \$5,000 per year to be reimbursed for dependent-care expenses.
You did not elect to contribute to the Dependent Care Spending Account.

Be sure to take advantage of these Benefits!

Performance Food Group 2004 Benefits Booklet

VERTICAL	Other
BUSINESS APPLICATION	Collateral Management & Fulfillment/Personalized Information Kit
CLIENT	Performance Food Group (PFG) http://www.pfgc.com Performance Food Group is one of the largest and fastest growing food service distributors and the leading fresh-cut produce processors in the nation.
PRINT PROVIDER	Worth, Higgins & Associates http://www.whaprint.com Worth, Higgins & Associates is a commercial printer located in metropolitan Richmond, VA. Its digital print division, Worth Digital, produces variable data and short-run color printing.
AGENCY	Digital Innovations Group http://www.digcreative.com
HARDWARE	HP Ultrastream 3000
SOFTWARE	Lawson Human Resources Suite, Microsoft Access and Excel, and HP Yours Truly Designer
FINISHING	Cutting - Polar 45" knife, scoring - Heidelberg, Folding - Stahl TD78 folder, Stitching - Muller Martini saddle stitcher.
PPML	Produced using PPML
TARGET AUDIENCE	Performance Food Group employees
DISTRIBUTION	In 2004 there were 9,076 statements sent in English and 230 in Spanish. In 2003 there were 10,220 statements sent – all in English.
DATE	Two distributions: September 2004 and September 2003

Performance Food Group Uses Personalized Benefits Statements

DESCRIPTION	<p>PFG wanted to improve some of its internal communication efforts and developed a project to highlight changes in their benefits statement. The company wanted its employees to make an informed decision about new benefits and understand the value of existing benefits.</p> <p>Working with Digital Innovations Group, Cheryl Moore, Director of Corporate Communications, and Jill Stevens, National Manager of Associate Benefits, developed a one-page personalized benefits statement. They wanted a new approach that would give employees a statement with a more complete picture of their available benefits and encourage them to take advantage of more.</p> <p>The new statement, used in 2003, was personalized with a listing of the employee's insurance selections. The statement also included information about upcoming changes in benefits selections.</p> <p>In 2004, DIG expanded the benefits statement into a total compensation benefits booklet that contained additional variable information as well as extensive benefit explanations. By highlighting benefits such as the 401(k) and the employee stock purchase plan, PFG hoped to increase participation by targeting eligible employees.</p> <p>Each statement is folded and inserted into window envelopes and mailed either directly to the employee or to the operating company for distribution.</p> <p>The statement, written in either Spanish or English depending on the associate's language preference, includes a personalized letter from the appropriate division CEO and the employee's specific benefit selections by category, making all included information relevant to the recipient. Notifications of changes and additions to the benefits program for the next year vary depending on the associate's position and division within PFG.</p> <p>Every two years, PFG does an associate satisfaction survey and according to Cheryl Moore, "We did an interim survey after the program last year, asked for voluntary comments this year, and asked for improvements. The response was overwhelming and people expressed a wish that they had this information all along. This year we're fine-tuning our process. The two year study will look at the benefits themselves and the clarity of communications."</p> <p>"We did an electronic survey from the recipients of both static and personalized statements and received responses that the static version was confusing to people while the personalized version was more clear. They can also use it as a tool to fill out this year's benefit choices."</p>
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