

# BACK-TO-COLLEGE APPAREL HOT SPOT P-O-P SIGNING PROGRAM



**Challenge:** Coordinate production and fulfillment of four different kit versions for 3491 stores within an eight day time period.



## **Project**ENGINEERING:

- Medium Backers
- Concept Signs
- Headers
- Cornice Backers
- Cornice Image Panels
- Existing Image Panels
- Entry Way Signs

## **Success**POINTS:

- We were able to secure the large amount of custom foam core stock from the mill within a 5 day period (delivered). Foam core signs ran simultaneously on three screen printing presses over a weekend in order to make in-store date.
- Entry Way Signs were 120" x 30" overall – printed in 2 sections – mounted to custom double-wall E-Flute corrugate stock, which was secured from the mill and delivered within 4 days.
- In order to save the client on shipping costs, we were able to sort the four separate stores lists and pull out the 1-day and 2-day ground transit points. This way, instead of expediting the entire job via 2-day express, nearly 2/3 of the locations could be shipped ground from our centralized location and deliver within the 2-day express time frame. This was a substantial cost savings for the client.