



# In-Store Holiday Signing Kits



Our client approached us to produce their in-store signing kits for the upcoming holiday season. This required our account team to work closely with the client's product vendor; engineer in-house print production and manage any required outsourcing.

#### PROJECT ENGINEERING:

- Shelf Talkers – litho printed
- Lapel Stickers – litho printed
- Table Tents – litho printed
- Static Cling – screen printed
- LAMA™ Pop-Up Displays – supplied
- All pieces were kit packed by version in Richardson's on-site fulfillment center and drop shipped directly to retail locations.

#### SUCCESS POINTS:

Although various stocks/substrates were used throughout multiple printing processes, our strict quality control procedures insured accurate color consistency across the board.

With firm in-store launch dates, logistics management was critical – Richardson's in-house fulfillment and distribution team was able to deliver accurately and on time.

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*In-Store Innovations*