

Walmart Vision Center Back to School P-O-P Signing Kits



Challenge: Coordinate production of five different signing programs for both Wal-Mart Stores and Sam's Clubs within a three week time period.

ProjectENGINEERING:

- Cube Signs
- Demo Lens Clings
- Transitions Static Cling Signs
- A-Frame Signing
- Now Eye Know Labels
- Clutter Control Signs
- Now Eye Know Tear Pads
- Posters
- Frame Extender Signs
- School Supply Stickers
- Tent Toppers
- Flyers
- Pharmacy Inserts
- Handouts
- Bookmarks

SuccessPOINTS:

- Because of our skilled prepress/design department, we were able to manipulate supplied files so that branding remained cohesive across all pieces/versions and all copyright and legal copy was accurate.
- Although various stocks/substrates were used throughout multiple printing processes, our strict quality control procedures insured accurate color consistency across the board.
- Strategic inner-packaging allowed for thorough weight distribution and secure pack-out of kit components within master shippers.
- Drop shipped to all Wal-Mart stores and Sam's Clubs, traited by standard Wal-Mart stores and Sam's Club locations, Project Makeover locations and Arkansas only stores (due to AR state regulations on selling contacts).

