



A Customer Asked Us to Put Bats In Their Store

Brand

National Department Store

Business Type

Retail

Hospitality

Services

Die-Cutting

Design & Engineering

Concept

During a comprehensive Halloween decor project, the department store we were producing for came to us with a last minute idea. The customer wanted to hang fake, dimensional bats all over their store to accent the other seasonal decor we were producing. They wanted each location (350 stores over the US) to have over 50 of these “bats.” With a tight budget and an even tighter deadline, we designed a dimensional bat that could ship flat and could be produced at a large quantity both quickly and economically.

Challenge

Create over 15,000 dimensional hanging bats on a tight budget in less than 3 days.



Solution

100%

In-budget

17.5K

Bats Produced in 24 hours

With less than a couple days to design and produce over 15,000 bats we had to use a readily available material and use as few machines as possible. We came up with a simple bat design that would use black rigid vinyl and only need to utilize a single die-cutter.

To make the bat dimensional, we crease scored the wings while through-cutting the perimeter. This all happened at the same time, using only one press, and fitting many parts onto a sheet. This deconstructed manufacturing process was essential for achieving success.