



How We Saved Time & Cost On Their Seasonal Graphic Program!

Brand

Lifestyle Retailer

Business Type

Retail

Hospitality

Services

Screen Printing

Precision Cutting

Concept

A lifestyle retailer needed help reducing time internal efforts, turnaround, and cost on their seasonal graphic change programs. The buyers were weary of coordinating various print vendors and print management companies to complete just one marketing program. They weren't just looking for a versatile "one-stop shop" vendor at any price, however. They also wanted to ensure the total cost wouldn't increase. Modernistic provided in-house project management that championed their needs, and reduced overall spend as a result of our cost effective and comprehensive print manufacturing capabilities.

Challenge

Help a brand save time and cost on their seasonal graphics program.



Solution

582

Locations fulfilled world-wide

13+

Completed Seasonal Graphic Programs

Reviewing the retailer's summer store promotion plans our design team recommended several hybrid print and finishing in-house processes. We curated an assortment of traditional and alternative materials that matched their aesthetic vision and intended budget.

We saved the buyers hundreds of hours in time and thousands in cost. Since then, we have completed 13 more successful seasonal programs, offered countless alternative materials, cool special effects, cost savings insights, proprietary ideas, expert advice, and stunning prototypes.