



# How We Printed 44 Neon Parts Per Store For A Holiday Graphics Kit?!

## Brand

Lifestyle Brand

## Business Type

Retail

## Services

Screen Printing

Precision Cutting

Kitting

## Concept

Our customer approached us with a unique challenge: they wanted their holiday graphics kit printed in the same neon colors their team wears. Achieving true neon color reproduction is something only screen printing can deliver—one of the biggest advantages of having both digital and screen printing under one roof. Not only did we need to hit the neon vibrancy, but we also had to ensure consistent color across multiple materials. Our ink lab and project managers jumped right in. Here's how we made it happen...

## Challenge

Produce a holiday graphics kit for 261 stores with consistent neon colors across multiple materials.



## Solution

# 197+

Retail Locations Fulfilled

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# 44

Graphics Per Kit/Store

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Maintaining consistent neon color across materials like honeycomb board and clear cling is challenging due to different opacities. Our ink lab created a color control on white stock, then formulated custom inks for each substrate and produced prototypes for approval.

For production, we saved costs by screen printing and die-cutting higher volumes and digitally cutting lower volumes (an advantage for having both die-cutting and digital cutting in house as well). For the various cling versions, we used minimal screens and simply swapped inks. We then digitally cut, kitted, and shipped each version for domestic and international stores, including multiple languages.