

CASE STUDY

RETAIL VISUAL MERCHANDISING

ECO-FRIENDLY

FULFILLMENT

WEB ORDERING PORTAL

ARTWORK LIBRARY

CLIENT: National Bank with multitude of branches

PROJECT: Wall Art Fulfillment Program

OBJECTIVES:

Use a single supplier to provide all services for the bank including:

- Developing and implementing a fulfillment website
- Establish an artwork library beginning with 50-60 pieces with new pieces added annually
- Take online orders for multiple sizes and multiple corporate approved images
- Print artwork across multiple platforms for large and individual orders
- Mat & frame artwork or gallery wrap artwork in multiple sizes
- Package & ship and track orders efficiently

SOLUTION:

- Design and implement a web ordering portal that could be utilized by the individual branches
- Handled project from start to finish from portal, to printing, to framing and logistics
- Utilize DAM — digital asset management to provide an artwork library
- Dual printing approach – printed initial large volume order sheetfed and subsequent on-going individual orders digitally
- Use eco-friendly material to ensure the program is environmentally friendly

RESULTS:

- Following a successful rollout expanded nationally to thousands of branches
- Approximately 2,000 pieces ordered in varying sizes and finishes
- Over \$250,000 in artwork distributed
- Significantly reduced cost and turnaround time for nationwide artwork program
- Significantly reduced carbon footprint from previous programs due to eco-friendly material, and all aspects of the project being handled under one roof

SandyAlexander

200 Entin Road, Clifton NJ 07014 | 973-470-8100
www.sandyinc.com | hello@sandyinc.com

Sandy Alexander Inc. is the largest independently owned, high-end commercial graphics communications company in the nation, serving the needs of Fortune 500 companies and many other enterprises from coast to coast. Sandy Alexander's broad array of services range from digital solutions, sheetfed & web capabilities, webs with in-line finishing/personalization, wide & grand format and printing for retail visual merchandising. Because of Sandy Alexander's broad range of resources, Sandy Alexander can provide the most impactful and efficient printing for any campaign regardless of substrate, size or quantity. Sandy Alexander is also a leader in protecting the environment with 100% wind energy, SGP certification, digital and wide & grand format carbon neutral facilities and tri-certification for chain-of-custody paper.