

## Client: Metro/Food Basics

**Project Description** Metro/Food Basics Health and Safety boards

### Challenge

Metro and Food Basics Ontario HR division approached Lowe-Martin looking to design a solution for their H&S Communication Centre. The postings/informations on their current boards were not clearly organized, hard to update with a uniform presentation and often changing regulations plus challenged with limited space in all stores.

### Benefits & Solutions

Lowe-Martin together with our partner VIDPro Inc. produced fully customized boards that followed the clients specifications, working closely with Metro Ontario's HR department. The final product met all of the demands.

The benefits to the client are:

- Each board allows the client to utilize all the Health and Safety materials in an organized manner.
- Custom pockets with headers allowed the end user uniform presentation with easy updates as there are changes to the regulations.
- Durable
- Cleaner appearance ensuring all the H&S literature displays well.

### Production Specifications

Quantity: 300, versions: 2 Creatives - Metro and Food Basics

Print: 3mm sintra with headers and labels on PS Vinyl

Finishing: Cut, pocket and labels application, edging and grommets

"Cost to implement program, when you look at what we paid in the past for cheaper type boards that don't seem to last, don't give us the functionality that these ones do, it is very good value for the price."

"Ministry of Labour, was very impressed with the look of the board. There are regular blitzes to make sure that everything is in place. Nothing but positive feedback, they see that this is giving a professional presentation. Helps to go in line with how we treat our stores as far as safety is concerned. The presentation is top notch."

"Working with your company has been an excellent pleasure to work with, very accommodating to our needs, and the final look has been very positive and professional looking. I think every company should have something that gives them a Health and Safety Communication Centre that is easy to read and access to the information."

Steve Devereux  
Manager, Health & Safety, East, Metro Ontario Inc.

