

Client: Joe Fresh

Project Description Retail signage and visual displays programs

Challenge

Lowes-Martin approached Joe Fresh to demonstrate the value and benefits of working with a One Stop Shop vendor for print and installation of their seasonal retail campaign promotional materials. Key to making this a successful venture was the ability to manufacture and distribute assorted large format products in a very short turn around period, from supplied files to in-store for change-outs right across the country in time for firm promotion launch dates.

Benefits & Solutions

Having the ability to process art files, print and kit all of the materials in-house allowed us to produce the positive results Joe Fresh was looking for in a vendor. Services offered included the research and development of different applications for the retail environment. With our knowledge and experience we were able to recommend new ways to bring visual merchandising ideas and concepts to life.

Production Specifications

13 retail stores across Canada are rolled out each season - spring/summer/fall/winter.

