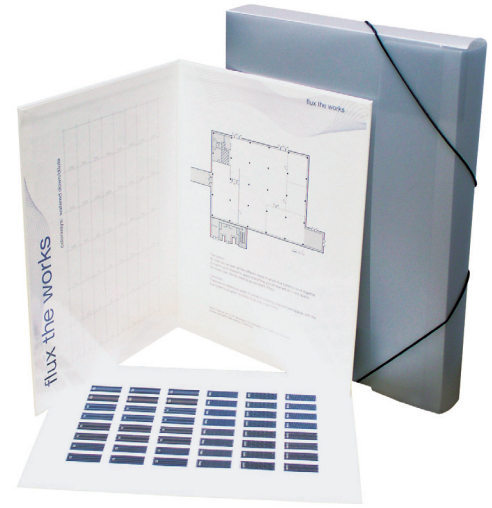




CASE STUDY | SAATCHI & SAATCHI for SHAW CARPETING



Miles POP produces sales kit for premier ad agency, Saatchi & Saatchi.

The Challenge

Produce a durable, innovative and cutting edge piece to “show & tell” Shaw Carpeting’s goods.

Result

The project was a success, and Shaw was thrilled with the end result.

Board Specs

There were 5 versions printed of these 20” X 13” boards; outer wraps printed on 100 lb. C1S litho; black/4-color process + UV gloss varnish; wrap was gloss film laminated with 1.3 mil nylon onto 100 pt. board; printed on Heidelberg Sorz UV 2-color on one side and on the Heidelberg SM72 UV 6-color for the four-color side.

Decal Sheet Specs

There were 5 versions of color configurations printed on clear static cling, 4-color process, right reading; each 10” X 13” sheet was then kiss-cut to accommodate the different decal layouts.

Miles POP, an 88 year old local printing company got the opportunity to work with Saatchi & Saatchi, which has been one of the world’s most well known ad agencies . Saatchi, located in Rochester NY, had a very intricate and tough project on their hands for one of their largest clients, Shaw Carpeting. They could not locate a local vendor to handle this project due to the specialty UV printing that was required as well as the complicated kiss-cutting and coordinating of this project. Saatchi had heard of Miles POP’s capabilities through another local ad agency and called them in on the project.

This print job was to achieve two objectives. First, give Shaw Carpeting’s sales staff something to carry to their customers that could visually demonstrate what the client could end up with given the choice of several strips of multi-colored carpeting and the choice of how to lay them out. The second objective was to boost the morale of Shaw’s sales staff by giving them something their competition never thought of - an innovative and cutting edge piece to “show and tell” what Shaw specializes in.

This kit comprised of three pieces. First, a board that displayed a layout of a few room configurations. This board had to be able to be folded in half and have a surface that would resist water and scratching. The second part of this kit was a series of decal sheets that had swatches of varying colors printed on them. They were to be kiss-cut into very small squares and rectangles. These decals represented swatches of carpeting. The decal material had to be able to adhere well to the board, but also be reusable indefinitely and maintain it’s adhesive integrity. Finally, the kit had to be housed in some manner for the sales people to be able to carry around in their cars, i.e. be able to take some abuse!

The staff at Miles POP took all of these variables into consideration and provided numerous mock-ups and samples for Saatchi at no expense. Wendy Miles notes, “Many of our customers are not used to working with vinyls and specialty print projects like this, and this is where we shine! The more challenging, the better.”

After several go-arounds with different materials and even a trip by Wendy Miles to Rochester to meet with the agency’s staff of designers, Saatchi went with the suggested materials that Miles POP had researched. The client had not heard of some of the issues that could arise if certain materials were chosen and they appreciated the direction as to what to choose and what to avoid. As the project came to fruition, Chris Capone, Saatchi & Saatchi’s production manager flew out to watch this printing process unfold. The staff at Miles POP worked double and triple overtime to make sure the project was on-time. All of the hard work, extra time, up-front samples and mock-ups proved to be very fruitful as Chris had this to say about the experience, “It was great meeting the people at Miles. Your staff is a pleasure to work with. I’ve received nothing but rave reviews on the sheets I brought back with me. I’m confident that the final product is really going to wow the folks at Shaw”.