

274 Fillmore Avenue East  
St. Paul, Minnesota 55107



## PERSONALIZED DIRECT MAIL

Advances in digital technology have revolutionized the way we approach modern direct mail campaigns.

The applications of customer data are nearly infinite. In its simpler form, personalization can be used to address consumers by name or appeal to their interests based on demographic and geography. Companies are personalizing messages based on consumer behaviors including spending habits.

- Personalized messaging for specific store locations
- Product announcements based on buying patterns
- Loyalty programs based on spending habits

### **The possibilities are endless.**

Contact The Vomela Companies today to see how we can help you with your print needs.  
[hello@vomela.com](mailto:hello@vomela.com).





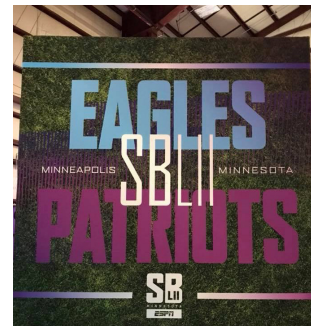
# SUPER BOWL LII

## Playing Host to Big Time Graphics

As Super Bowl LII plans came together, the Minnesota Super Bowl Host Committee invited The Vomela Companies to be their exclusive specialty graphics print partner. With the support of our nationwide network, we helped transform Minneapolis for the world stage.

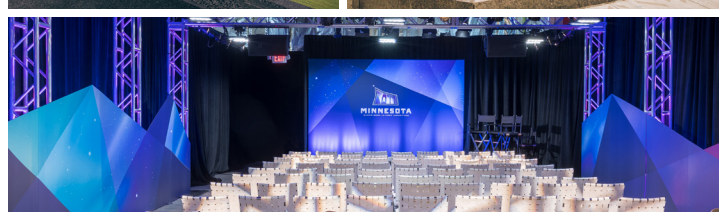
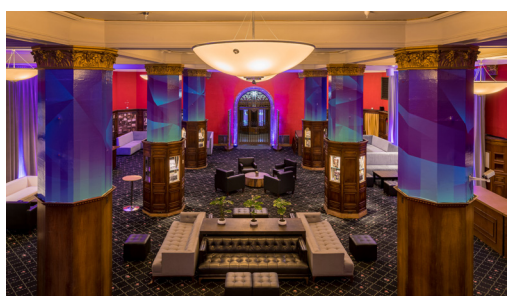
Some of our contributions included:

- Producing more than 15,000 personalized credentials
- Creating window, wall graphics, and murals for special VIP space
- Transforming an empty retail space into the Super Bowl Live experience
- Designing and wrapping the zipline towers
- Developing a custom credential tin and guest ticket envelopes



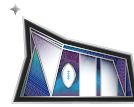
### By the Numbers

- 250,000 printed pieces
- 20,000 badges
- Nearly 12,000 sq. ft. of fabric strands
- 2,800 ft. of confetti strands
- 200+ hours of press time





THE VOMELA COMPANIES



MINNESOTA  
SUPER BOWL LII HOST COMMITTEE

# SUPER BOWL LII

## Playing Host to Big Time Graphics

As Super Bowl LII plans came together, the Minnesota Super Bowl Host Committee invited The Vomela Companies to be their exclusive specialty graphics print partner. With the support of our nationwide network, we helped transform Minneapolis for the world stage.

Some of our contributions included:

- Producing more than 15,000 personalized credentials
- Creating window, wall graphics, and murals for special VIP space
- Transforming an empty retail space into the Super Bowl Live experience
- Designing and wrapping the zipline towers
- Developing a custom credential tin and guest ticket envelopes

### By the Numbers

250,000 printed pieces  
 20,000 badges  
 Nearly 12,000 sq. ft. of fabric strands  
 2,800 ft. of confetti strands  
 200+ hours of press time

