



## The Challenge

# TAKING IN-STORE SIGNAGE TO THE MAX

OfficeMax wanted to improve its in-store signage to communicate the company's wide variety of service offerings. Their visual merchandising team engaged The Vomela Companies to develop their vision of a 'menu board' that highlighted, at a glance, printing and copying services and its technical business solutions. This sign system needed to be permanent, with the flexibility for expanded service offerings, updated pricing, and promotions.

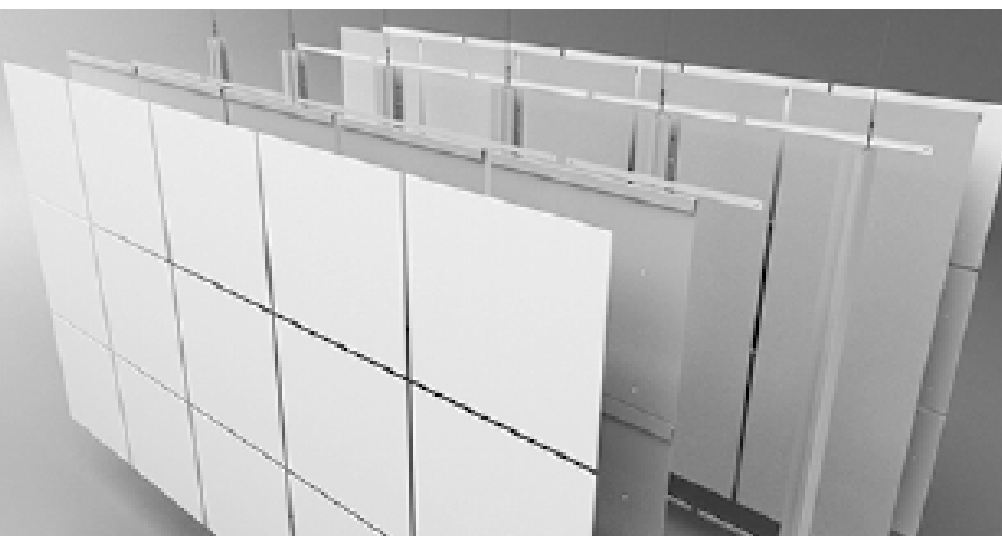
Contact Us [hello@vomela.com](mailto:hello@vomela.com)



## The Solution

Our solution-minded development team designed and engineered a prototype of a two-sided metal frame, with partitions to house a series of modular signs. Once the prototype was tested, refined and approved, we were awarded a nationwide rollout for 830 OfficeMax stores—including Alaska, Hawaii and Puerto Rico—to be completed in an 10-week timeframe. Three of The Vomela Company facilities, Pratt Visual Solutions in Indiana, C2 Imaging in Colorado and Vomela St. Paul in Minnesota, would share in the print manufacturing, assembly, and shipping to meet the fulfillment commitment of two crates of product to 100 stores each week.

**FROM  
3 LOCATIONS  
TO 830 STORES  
IN JUST  
10 WEEKS.  
DELIVERED.**



### Installation Snap Shot

- 830** store surveys completed
- 19** different store layouts
- 2** hardware configurations
- 3** diverse graphic packages
- 1,660** components produced
- 8** week installation time frame
- 20** install teams were managed

**services center**

here's a new solution for you

payment processing

- Aggressively low rates
- Free equipment placement
- No start-up costs, contracts or cancellation fees

Apply Today

Special Financing Options Available

marketing & promotion

print & document

web services

business cards starting at \$9.99

secure document shredding available in store

signs, banners and posters starting at \$9.99

color copies starting at 49¢

custom calendars made in-store starting at \$9.99

custom design studio starting at \$9.99

get inspired. expert advice. priced right.

Brochures & Flyers	starting at \$0.50	Binding	starting at \$2.99	Domain Name	starting at \$12.99
Business Cards	starting at \$9.99	Black & White Copies	starting at \$0.09	5-Page Basic Website	starting at \$69.99
Calendars	starting at \$9.99	Color Copies	starting at \$0.49	10-Page Deluxe Website	starting at \$119.99
Canvas Prints	starting at \$14.99	Document Shredding	starting at \$0.99	999-Page Business Website	starting at \$179.99
Checks & Forms	starting at \$32.50	Faxing	starting at \$1.50	999-Page Online Store Website	starting at \$249.99
Letterhead & Envelopes	starting at \$0.40	Laminating	starting at \$4.50	100GB Cloud Storage	starting at \$99.99
Posters	starting at \$12.99	Mounting	starting at \$7.59	250GB Cloud Storage	starting at \$99.99
Signs & Banners	starting at \$9.99	Scanning	starting at \$0.25	Personal Online Backup	starting at \$59.99
Stamps & Embossers	starting at \$14.99	Custom Design Studio	starting at \$9.99	Pro Online Backup	starting at \$229.99



## The Benefit

The partnership between the OfficeMax team and all those involved at The Vomela Companies made this project an immense success. The menu board can be updated at store level and enables OfficeMax to intuitively showcase their services, resulting in an increase of sales in both the print and technology departments. Furthermore, by leveraging The Vomela Companies nationwide network—we met a condensed timeline while providing print, distribution and installation efficiencies including a 41% savings in shipping for the client!

**THE VOMELA COMPANIES' NATIONWIDE NETWORK SAVED THE CLIENT 41% IN SHIPPING COSTS.**

