

# NOT TOO SOON FOR HOLIDAY PLANNING

The holiday season takes many retailers from red to black as consumers flock to their favorite stores. That's why it's essential to have a holiday décor plan that does more for your brand. Print graphics on windows, walls, floors, and at point of purchase are an opportunity to increase sales and create efficiencies.

Holiday planning should begin at least five months out. It's close enough to the holiday for relevant design trends and current events, but enough time to ensure production goes smoothly. Here are some tips to keep in mind for holiday campaigns:

- Place orders early as longer lead times mean lower costs.
- Bundle multiple holidays into a single order to save on shipping.
- Invest in permanent display systems with interchangeable elements.
- Find a quality print partner and stick with them.

## Experience the Power of Print.

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





THE VOMELA COMPANIES

## HOSPITAL WALLS PAY TRIBUTE TO PATIENTS AND PARTNERSHIPS

As Novant Health prepared to open the Charlotte Orthopedic Hospital, they turned to their long-term partner The Vomela Transportation Group for assistance branding their hallways, highlighting their local partnerships, and developing a creative patient rehabilitation progress area.

To help patients and their physical therapists track rehab progress, the Vomela team recommended a recovery milestone wall. Magnets were selected as the cleanest and safest option to provide a functional use for the walls while showcasing the partnership with four sports teams spiced up the institutional feel of the hallways.

Using low-tack vinyl, the walls of the primary floor feature the sports team affiliation while helping track patients' daily walking distance progress using branded magnets.

For more details on this project visit us at: [www.vomela.com/healthcare](http://www.vomela.com/healthcare).

