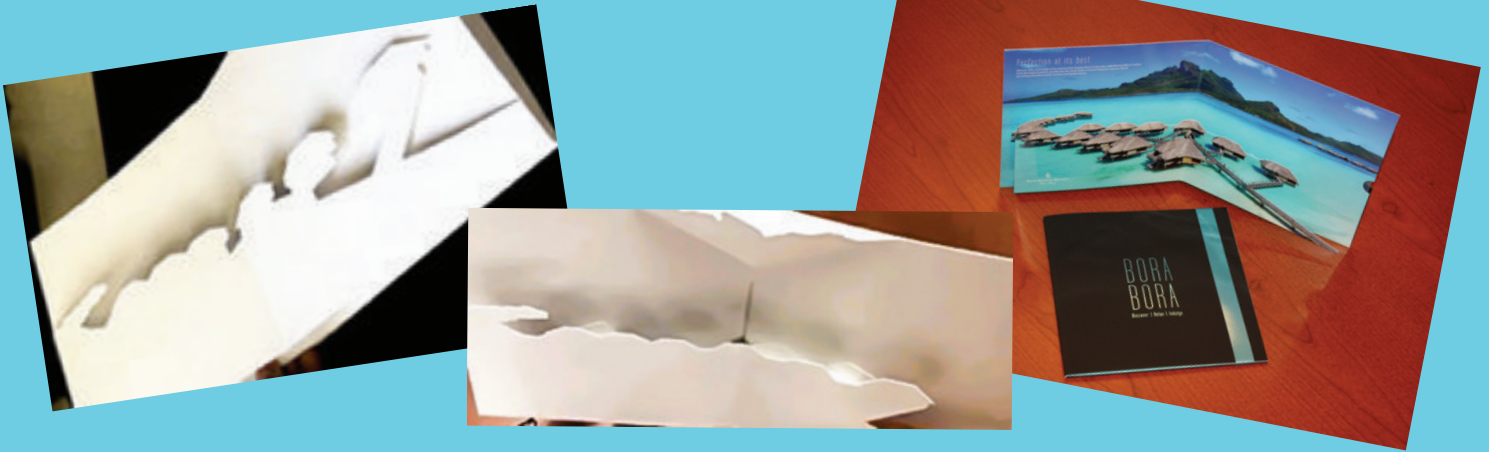


Rest Easy

We got Your Work Cut Out for You



Customer:

Lake County Press, Inc
for National Office Furniture

Format:

Pop-Up Brochure

Skills & Services:

Structural Design
Production Management
Spot Gloss UV,
Soft-touch Lamination,
Die-cutting, Folding and Gluing,
Hand Assembled

OVERVIEW

National Office Furniture wanted an upscale brochure targeted to Dealers and Sales Reps to promote their highest sales promotion award of the year based on qualified orders—a trip to the Four Seasons Resort in Bora Bora. They knew they wanted a pop-up design and worked together with Lake County Press to print and design the structure of the piece.

CHALLENGE

With over 75 hours invested in the structural design, Lake County was struggling to get the design approved by their customer. Now only days until it was promised to be completed & shipped to the customer, Platinum Converting was asked to step in & take over the project's design and finishing work.

SOLUTION

Within 24 hours of the initial meeting with Lake County Press, Platinum Converting shipped out a slick, two-level pop-up. The customer loved the depth & design of the pop-up, tweaking it to focus on a one-level popup design. 24 hours later, Platinum delivered the updated design, securing final design approval in a record 48 hours from start-to-finish.

One day after receiving printed sheets, Platinum completed the lamination and spot UV to ship out for foil stamping. Again, we were called upon to make up a vendor delay, working through the weekend to die cut, fold/glue and hand assemble the pieces. The brochures were completed and shipped on time-- surpassing customer expectations.

We do “whatever it takes” to get our customers what they need, when they need it. No excuses.

