



CASE STUDY



**UK and International active
and lifestyle clothing retailers**

**EXCITING BRANDED LARGE FORMAT
GRAPHICS, POS & WINDOW DESIGN
FOR IN-STORE REDESIGN.**

**BACK OF HOUSE OPERATIONAL
PRINT & INTERNAL
COMMUNICATION
COLLATERAL**

**NATIONAL DISTRIBUTION
OF LARGE FORMAT AND
DIRECT MAIL**

**High impact customer communication and
exciting nationwide in-store advertising**

**JULY 2016 -
JULY 2017:**

- **430+ COLLECTIVE
STORES NATIONWIDE**
- **130 BRANDED STORES
REDESIGNED WITH LARGE
FORMAT WINDOW DISPLAYS**
- **MARKETING COLLATERAL
& OPERATIONAL**

01

AlphaGraphics work with some of the most prestigious lifestyle and outdoor clothing retailers on the UK highstreet, creating and fitting eye-catching window and POS displays, alongside engaging direct mail to existing and new clients

Using window clings, A boards, banners, customer brochures, posters, strut cards and swing boards, customer communication and direction is enhanced, and can be easily changed to match trends and seasons.

02

03

Communication through variable data mailing also sees customer's feeling of value increased, leading to additional repeat purchases through mailed offers, multi-channel postcards and newsletters, with accompanying branded stationery.

QUALITY

Artwork checked through by our Design Studio for colour management and continuity. Sign off via photographic proof to client. Print and pack managed to collate prints by store destination nationwide.

FACILITIES

With an innovative design team and world class print facilities including digital large format print capability, AlphaGraphics are able to complete the highest quality print for full store refits.

PRODUCTS

A large portfolio of large format and operational print products offers versatility. Alongside our exceptional print teams are cross-media marketing and print experts, ensuring quality and performance in the hands of staff and customers



alphagraphics®



www.agnortheast.com



Phil Chapman
07887 578718
p.chapman@agnortheast.com

AlphaGraphics
Unit 9, Vanguard Court, Stockton on Tees, TS18 3TR