

Client: Cara Operations

Project Description

Montana's Ribfest Promotion

Challenge

Lowes-Martin was tasked with producing new restaurant menus along with supporting in-store promotion material for a nationwide introduction. The challenge was to produce these high end materials in a very timely fashion while respecting budgetary goals.

Benefits & Solutions

Utilizing the full scope of our production capabilities, Lowes-Martin was able to meet the tight turnaround time. With our G7 capabilities, we delivered a high quality, consistent look to all of the products, regardless of printing digital, large format digital or on a litho press. Producing everything in-house meant we were better able to manage the time required to execute this launch.

Process

With limited time and an eye towards cost efficient production, it was critical to plan our schedule using the most appropriate technology for each need. Items needed to be manufactured and packaged into kits for over 100 locations across the country, keeping in mind a firm launch date for this promotion.

Estimates were generated making sure to print each item using the most appropriate in-house technology. Taking advantage of our two 6 colours + coating H-UV offset presses technology meant we were able to print the larger quantity items and immediately move into bindery without fear of losing time waiting for product to dry. By properly planning the schedules for the digital and large format digital material, we were able to implement our kitting strategy to start shipping furthest destinations first.

Production Specifications

Assorted variable menus, table talkers, banners and posters

Quantity: Between 18 and 10,000 various versions per creative

Print platforms: Digital, Large Format Digital and Lithographic printing

Finishing: Various types of laminates; die scoring and folds

