



## 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.

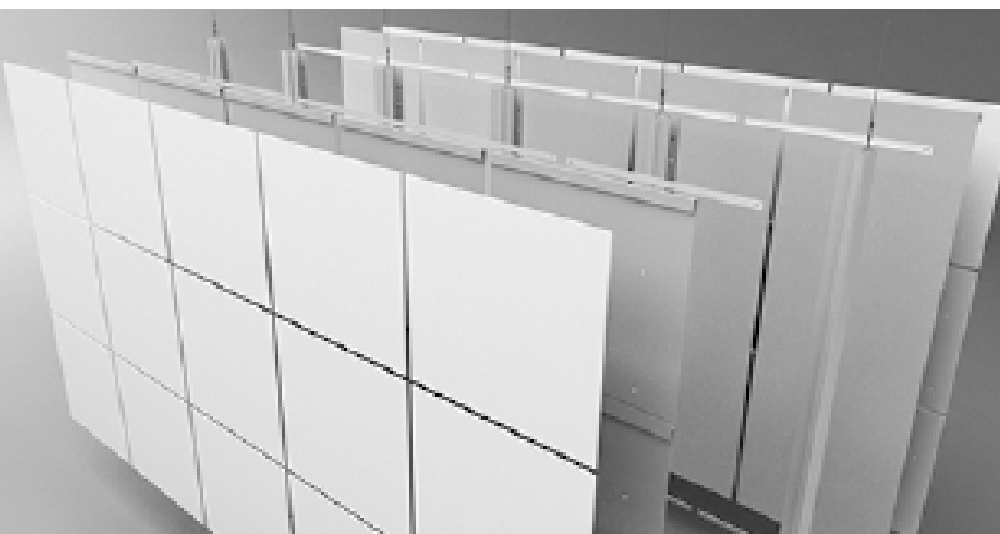
Contact Us [hello@vomela.com](mailto:hello@vomela.com)



## 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



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payment processing	Brochures & Flyers	Binding	Domain Name
• Aggressively low rates	Business Cards	Black & White Copies	5-Page Basic Website
• Free equipment placement	Calendars	Color Copies	10-Page Deluxe Website
• No start-up costs, contracts or cancellation fees	Canvas Prints	Document Shredding	999-Page Business Website
	Checks & Forms	Faxing	888-Page Online Store Website
	Letterhead & Envelopes	Laminating	100GB Cloud Storage
	Posters	Mounting	2500GB Cloud Storage
	Signs & Banners	Scanning	Personal Online Backup
	Stamps & Embossers	Custom Design Studio	Pro-Online Backup

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

business cards starting at \$9.99

secure document shredding available in store



## 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.**



C2 IMAGING

CIS CORPORATE IDENTITY SYSTEMS

FUSION

MP Master-Print

pratt visual solutions

SUPERIOR IMAGING

The Bureau

TRANSPORTATION

VOMELA

VOMELA WEST