

March 24, 2009

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March 25, 1 p.m. EDT

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*Presented by John Bord,
Guevavi*

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April 22, 1 p.m. EDT

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*Presented by Dominic Leclaire
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Ideal Printers Makes a Big Impression

Larry Vaughn, president of Ideal Printers and chairman-elect of Dscoop, said that when his company hired Elements Communications to assist in their re-branding and strategic positioning efforts, their customers' experience in touring the shop came up for question.

Typically when customers visit a shop, they receive a typical tour of equipment and learn about the company's capabilities. However, Ideal Printers wanted to stand out in this process while showing their capabilities in action.

With some creative thinking and while keeping the customer experience as a top priority, Vaughn and his team decided to use their large format capability to spark exciting conversations with customers during the tour. This project turned what clients typically see as a big boring machine—the same thing that they see at every other printer—into a 60 feet long work of art!



Production Notes: An HP Designjet 9000s was used to output the individual panels onto material typically used for vehicle wraps with a laminate placed over the material for durability.