

# Solutions

## Challenge

MacGregor Golf had just completed a re-design of its logo and needed to get new banners out to its sales reps in the field – hundreds of them, in fact. Cost, quality, turn-around time and scalability were all factors the company needed to consider in choosing a digital print vendor.

## Solution

Colored Ink met MacGregor's needs, not only in being able to turn a large banner order around in a timely, cost-effective fashion, but by producing samples of several alternative materials to make sure the MacGregor brand was properly represented in the field.



## Outcome

In recognizing the importance of “a simple banner” to a company acutely aware of its own brand image, and by delivering a big project on time and on budget, Colored Ink secured not just a customer, but a long-term, mutually productive client relationship.

“That’s what it’s all about -- bringing all our experience, expertise and production resources to bear on behalf of a good client,” said Colored Ink Founder Chris Sommer.



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