

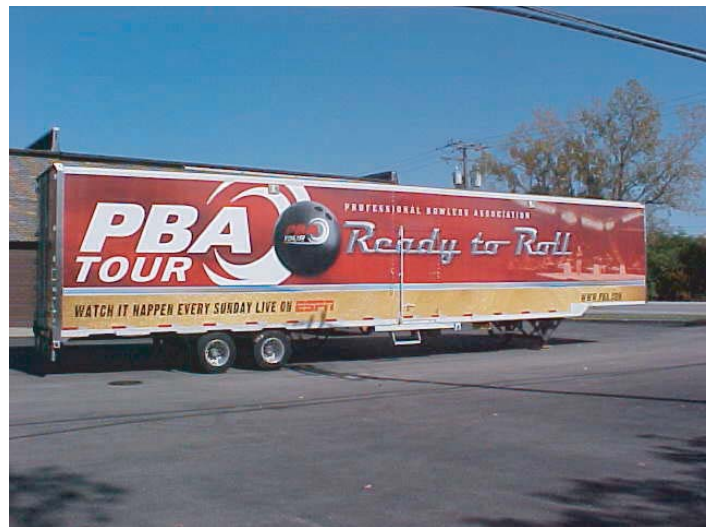
Solutions

Challenge

The Professional Bowlers Association needed a reliable vendor for multiple projects to help get its 2004-05 Pro Tour off and running. A single-source solution was important to PBA due to tight Tour timelines, limited internal project management resources and strict budgets. PBA requirements included vehicle wraps, fabric and vinyl banners, plus on-site event signage.

Solution

Colored Ink coordinated all final art preparation, file transfers, printing, custom fabrication and shipping to the site of the first PBA Tour event in Wauwatosa, WI. Promotional banners had already been drop-shipped to six tour stops as part of the organization's pre-Tour publicity campaign. Three 52-foot trailers used to transport PBA Tour equipment and supplies were wrapped under Colored Ink auspices in Chicago.



Outcome

The PBA project allowed Colored Ink to showcase its capabilities as a trusted resource capable of delivering an array of large-format products, including vehicle graphics and digital printing on multiple substrates, on time and on budget.

"We are very pleased with the quality of Colored Ink's work," said PBA Brand Manager Lisa Gil. "The truck wraps are especially eye-catching, and will give the PBA extra visibility as the Tour travels around the country."



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