

CASE STUDY:

# Consistent Signage Wherever it's Needed



SKANSKA

ABC  
IMAGING

## CHALLENGE

In pursuing a national brand identity, a large construction/real-estate firm sought **a more efficient way to disperse branded signage** throughout the U.S.

### Current process:

At present signage workflow from creation to delivery is left to individual departments in the various client cities. Each location has its own vendor, where output may vary being inconsistent with the corporate objective.

As a result, there is:

- Excessive user time in ordering product
- Brand inconsistency
- Multiple vendors being managed at higher prices
- Excessive admin support costs to oversee the process
- Inability to deliver a consistent product

The client, seeking a better solution reached out to ABC Imaging to evaluate options.

## ABC IMAGING'S SOLUTION

ABC Imaging created a centralized digital asset/order entry site for coordinated procurement. Through **ABC Imaging's www.dryink.com portal**, a digital asset repository was created to host all of the clients branded signage. This included 125 construction, leasing, and other communications related graphics that can be easily ordered by individual users across the U.S.

The site was organized so **users would have quick, password protected access, to view images, order in quantity, deliver to chosen locations, and automatically bill projects.** ABC Imaging's hosted system streamlines the process.

## RESULTS

With Dryink's comprehensive software as a service system, and ABC Imaging's print outlets through the US, the client gained the ability to:

- 1 **Save money** and leverage national pricing.
- 2 Disperse consistent signage **throughout the enterprise.**
- 3 Provide a **streamlined ordering mechanism** with informed costs while improving internal user experience.
- 4 **Eliminate integral support costs** with multiple vendors.

ABC Imaging is always on the cusp of innovation and technology. We can help you create **a unique and enhanced user experience** by providing a variety of cutting-edge printing services and creative product solutions. We use our creativity and experience for your unique project needs. **Contact us today!**

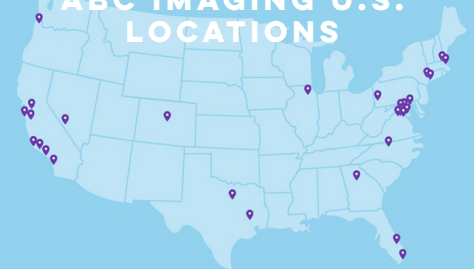
## ABOUT ABC IMAGING

ABC Imaging continues to be the leading provider of innovative printing solutions and unique services. It has grown to operate stores at more than 35 locations globally and employs more than 500 people. With our focus on innovative solutions, from print-on-demand to 3D printing and from on-site print management to building wraps, ABC Imaging has a simple mission—"Impress Every Client, Every Time."

## TO LEARN MORE

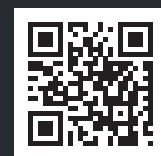
Contact your local ABC Imaging Sales Representative or Bruce Weiner at [bwieder@abcimaging.com](mailto:bwieder@abcimaging.com)

## ABC IMAGING U.S. LOCATIONS



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