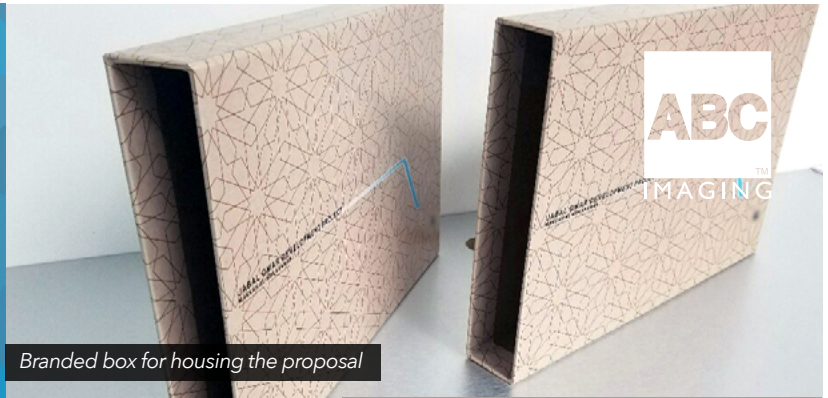


CASE STUDY:

# Proposals that Differentiate your Company



Branded box for housing the proposal

## CHALLENGE

Architectural firms are constantly under pressure to distinguish themselves from their competition especially when responding to proposal requests. Using unique and compelling branded presentations can make deliverables more meaningful and show the firm's creativity, strength, and capabilities. A well known architectural firm was recently challenged with this problem and reached out to ABC Imaging for help.

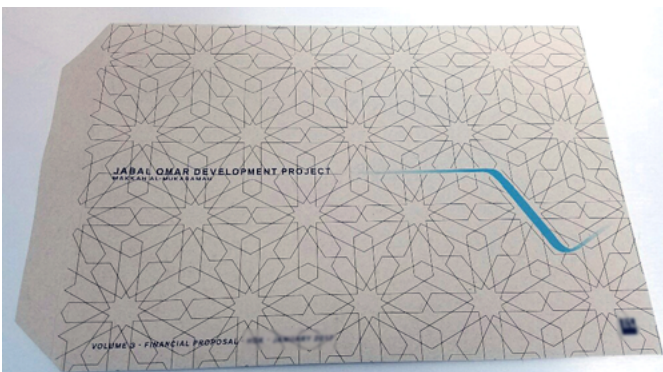
## ABC IMAGING'S SOLUTION

Working closely with the firm, ABC Imaging developed a strategy to extend the client's brand through all aspects of the proposal presentation. **Instead of sending the proposal in the usual standard 3-ring binder and then delivering it in a conventional FedEx box, ABC Imaging suggested creating a unique branded box that housed the proposal in a matching branded binder.** When the set of five proposal bids arrived at the client's office, the deliverable projected the creativity and thoughtfulness of the architectural firm.

This architectural firm has now **extended its branded presentations and proposals to include the actual proposal as well as brochures and presentation graphics.** They consult with ABC Imaging routinely to create unique ideas for their proposals.

## RESULTS

- 1 ABC Imaging helped the client's **proposals stand out from the competition** and **win the bid with creative ideas and innovative solutions.**
- 2 The client **conveyed their brand** and **projected their creativity and capabilities** through a well-thought out presentation.



Branded delivery envelope for sending financial documents

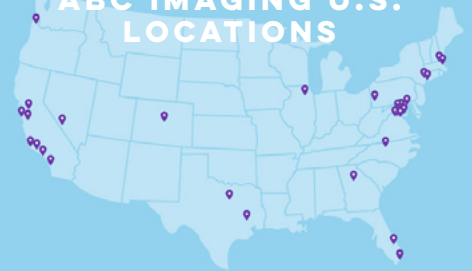
## ABOUT ABC IMAGING

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 our friendly Customer Service department at: [customerservice@abcimaging.com](mailto:customerservice@abcimaging.com)

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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!**