



# The Real Value of *Trust* Between a Vendor and the Client

## CASE STUDY

### THE CLIENT:

Financial Lending Company

### THE CHALLENGE:

A financial lending company faces a challenge of supplying consistent store-front and interior signage for 525 of their store locations located in the Southeast. All materials must be produced, kit packed and delivered to each store location prior to roll-out date of campaign. Qty: more than 2400 pieces; time frame for production: 3 weeks.

### THE SOLUTION:

Contact **Graphic Solutions Group** (GSG) for large format production and kit packing services. GSG engaged with the client to understand their specific needs, the purpose for the marketing materials, and how they will be used. With this understanding, Graphic Solutions Group recommended the proper materials, applications and handling. Static cling for store-front signage and die-cut, styrene, indoor signage were recommended and produced.

### THE VALUE:

While many printers may profess to have the capability to handle such a large project, Graphic Solutions Group has the experience and mechanics to *produce* the project.

By partnering with Graphic Solutions Group, the client was assured of cost efficiency, quality craftsmanship, consistent color, detailed tracking of shipments and excellent customer service with experienced sales and project management staff. This client now looks to GSG as a true business partner and at the core of their relationship is *trust*, trust that the work will be done in the best interest of the client.

## GRAPHIC SOLUTIONS GROUP

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