

# Case Studies

**What we're doing for our customers...**

## PPG/Fulfillment & Distribution Project

### Situation

Olympic Paints, in conjunction with Lowes Home Improvement Stores, came to CMG with a challenge: coordinate the branding of the Lowes Painting Weekend promotions, by putting all nine participating suppliers on a t-shirt for Lowes paint department employees to wear.

### Solution

To start, we worked closely with both Olympic and Lowes to design and quickly approve a t-shirt layout that would satisfy all nine participating brands.

We then secured an extremely competitive t-shirt price, thanks to our volume and buying power.

Once the shirts were delivered to us, we took every care to ensure the integrity of the multi-color logos. Each of the 17,000 shirts was double quality checked – once by the print staff and again by the fulfillment department as they readied the shirts for shipment. Our production team individually poly-bagged each shirt and packed them for distribution to the painting departments of 1,700 Lowes stores.

Every shipment was on time, and the printing, fulfillment and distribution were completed within three weeks.

