



The Challenge

Petco knows that people like to spoil their pets. They wanted to create an experience that would delight dog owners in their search for the treat aisle as much as the treats delighted the dogs themselves. To accomplish this task, Petco turned to Vomela for help. The goal of the project was to create highly visible signage that quickly and accurately directed shoppers to the right choice of treat for their furry friend. The challenge was to accomplish this goal for stores throughout North America, many of which had completely unique layouts and specifications.



The Solution

With four unique kits going out to 1,400 different Petco locations, we knew that the success of this project would rely heavily upon Vomela's array of service offerings and experience with large scale project management. We used our unique expertise to produce customized peg-board designs using a litho print method. For screen and digitally printed elements, including shelf and channel strips, aisle violators, and dimensional headers, we called upon the production capabilities of our St. Paul location. This was also where the bulk of the project management took place.

From the time the art went to print, it took only four weeks until the signage kits were in Petco locations across the country. Despite art changes that required the reprinting of 618 kits, Vomela was still able to provide all the necessary materials within the agreed upon timeline. In fact, this commitment to customer service and quality product is what got us the business in the first place.

Four unique kits to 1,400 stores in just four weeks. Delivered.

Installation Snap Shot

36 unique items per kit

4 different kits

3,674 kits went out in total

1,045 kits held in inventory





The Result

Like many of the jobs we do, the Petco dog-treat project was the result of a longstanding relationship built on positive interactions and quality service. For years, Vomela provided Petco with window graphics, digital prints, and other smaller projects. When they needed a large-scale operation completed on a tight deadline, they knew that they could count on Vomela to prove the power of print.



The result of a longstanding relationship built on positive interactions & quality service.

