

The Challenge

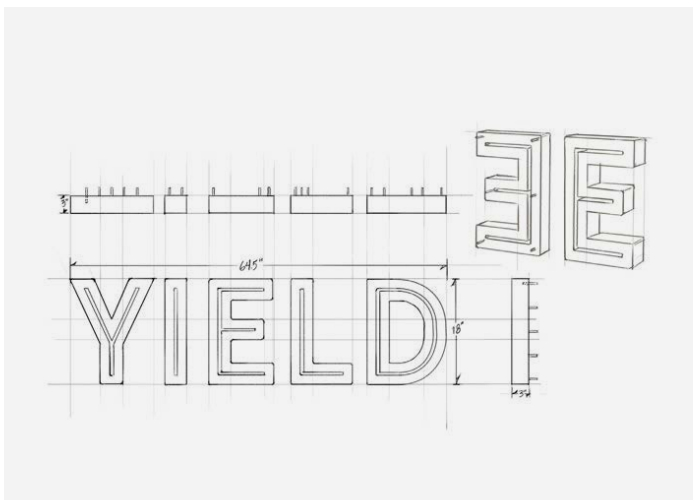
Fruitful Yield, a Chicago-based health foods and supplements chain, needed wayfinding signage and general branding elements to spruce up their new store format. They also wanted a graphics system that could be easily updated by any employee, allowing them to change up their store layout based on customer behaviors. With no previous print graphics to provide reference, the challenge for Vomela was to concept, produce, and install a graphics package from scratch.



The Solution

As a large-network print provider, Vomela relies on more than just the capabilities of our presses to get the job done. For this project, our in-house design team created a unique and modern brand identity for Fruitful Yield, including concept sketches, brand guidelines, positioning statements, and more.

Once the concepts were approved, Vomela custom-fabricated a variety of signage systems to fit Fruitful Yield's new store format. The magnet-based hardware presents a simple way to provide a cus- tomizable wayfinding experience.



The sleek wayfinding elements were built using 3mm black PVC, which was coated in white ink and then printed with faux wood grain.



The Result

This success story started with the creative minds of Vomela's design team and ended in the able hands of our account executives. One account executive showed up to the store to personally install vinyl wall decals with the help of store associates. This type of collaboration and one-on-one attention is what sets us apart as a "large" print provider. We have the resources to show the client that we mean business and the personal expertise to back it up. In the end, Fruitful Yield entrusted us with the first of (hopefully) many stores to come.

