

# OUTSHINE

WHEN MATERIAL, COLOR & QUALITY MATTER MOST

## CCA ADVERTISING, INC.

Lobby Display Signs for a leader in manufacturing of steel pails serving North America

VMS develops Innovative ways to help our customers



## CCA ADVERTISING, INC.

CCA are creative graphic designers and photographers serving companies across the U.S. with one-stop design and production of marketing solutions. CCA creates ads, brochures, calendars, corporate identity solutions, logos, merchandisers, product design & prototypes, point of sale packaging, trade show & office graphics, videos and web sites. CCA has its own photo studio and does digital photo illustration. Serving companies in many different markets, CCA develops creative solutions that help market & sell products and services.

## CCA Advertising, Inc. & Cleveland Steel Container (CSC)

CCA was contacted by Cleveland Steel Container Corporation (CSC) which is a leading manufacturer of steel pails, serving North America with four manufacturing plants strategically located across the United States. CSC offers three different styles of pails: open-head nested, straight-sided and tight-head ranging in various sizes from 2.5 to 7.5 gallons. They produce their pails from cold rolled steel ranging from heavy 24 gauge to light 29 gauge. CSC offers high quality full color lithography printing directly onto steel pails, along with a wide variety of exterior colors, interior linings, closures,

pouring spouts and fittings. Their pails meet and exceed United Nations ratings with their patented Triplex Technology™ manufacturing process.

### Challenges VMS helped to overcome:

VMS was approached by Chris Coville, Owner of CCA, with the proposition of developing front lobby signs for CSC. VMS learned that CSC needed two large full-color photographic quality prints to be hung onto a curved surface. With this information, VMS began prototyping the project, knowing that image quality was crucial. VMS utilized its engineers and equipment to select a flexible substrate that would not crack the print upon application to the curved wall. CCA was then shown several color proofs on multiple substrates. Upon approval VMS produced two signs for CSC's lobby, and the end result was a very satisfied customer. VMS developed a successful product that exceeded the customers expectations for CCA to present to Cleveland Steel Containers. VMS knew that color, material, image quality and longevity were key to this project.

### Solutions made for our customer:

VMS worked directly with CCA maintaining a continuous proofing process to ensure the color and graphics were produced correctly

and in a timely manner. VMS continually strives for achievement and continues to be innovators in the printing industry. We diligently work for our customers, helping with their projects and listening to their ideas. We interpret those ideas into a better, faster and more cost effective way of producing a high quality product at an affordable price. In this economy, money and time are more crucial than ever before. VMS exceeds its customers expectations and delivers a product that Outlasts, Outshines & Outperforms its competitors. VMS continues to create successful relationships with its current and new customers. Thank you to CCA and Cleveland Steel Containers.

“Visual Marking Systems personel were very helpful in explaining what the possible solutions and options were in making large full-color photographic quality prints for our project. They showed us samples and explained what various materials were available to print on. Because image quality was so critical on this project VMS printed out large samples for us to evaluate. The end results were stunning, Our customer was extremely happy with the final products”.

- Chris Coville