



WHEN QUALITY MATTERS... KEEP YOUR EYE ON THE BALL

Challenge: When Life Throws You a Curve...

Visual Marking Systems was approached by Chris Coville, owner of CCA Advertising, which is a group of creative graphic designers and photographers serving companies across the country with one-stop design and production of marketing solutions. CCA was tasked with developing front lobby signs for their customer, Cleveland Steel Container, who wanted two, large full-color photographic-quality prints to be hung inside their corporate office. The challenge, the office walls were curved, so a typical picture in a frame just wouldn't do. Although CCA has its own photo studio and does digital photo illustration, the wide-format graphics Cleveland Steel Container was looking for were just outside of their scope, so they came to VMS for a creative solution.

Solution: Keep Your Eye on the Ball

Knowing that image quality was crucial to this project, VMS design

engineers began researching materials—the goal was to find a flexible substrate that wouldn't crack the print upon application to the curved surface. Visual Marking Systems created color proof prototypes on multiple substrates so CCA could actually test them out. We worked directly with CCA to maintain a continuous proofing process to ensure the color and graphics were produced to their correct specifications at the highest possible quality.

Results: Hit it Out of the Park

VMS knew that color, material, image quality and longevity were key to this project. We made it our mission to develop a high-quality, full-color product that exceeded our customers' expectations. 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

high-quality products at an affordable price. In this economy, saving time and money is more important than ever before. VMS exceeds its customers expectations and delivers a product that Outlasts, Outshines & Outperforms its competitors. VMS continues to create and maintain successful relationships with its customers.

A special thanks to Cleveland Steel Containers for allowing VMS to tell this success story. Cleveland Steel Container Corporation is a leading manufacturer of steel pails, serving North America with four manufacturing plants strategically located across the United States.

"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 product."

— Chris Coville, Founder CCA Advertising



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