

CASE STUDY:

Delicious Food, Fresh Signage for Au Bon Pain



CHALLENGE

Au Bon Pain is a fast growing franchise with **more than 300 locations across the nation**. Its casual bakery and café environment offers diners high-quality food, healthy options and fast customer service.

The Au Bon Pain brand is constantly being strengthened and improved, updating its store graphics and other visuals on a routine basis. **Maintaining brand consistency, coordinating printing and installation is a an enormous effort** and can have costly consequences if mishandled.

ABC IMAGING'S SOLUTION

To ensure their brand is handled expertly and consistently, **Au Bon Pain has been partnering with ABC Imaging for more than five years**. We have deployed hundreds of signage updates and campaign rollouts over yearly periods. Being their single source solution throughout the U.S., ABC Imaging has been able to deliver:

- Consistency and color fidelity across the franchise locations
- Design support and project management services
- Franchise collateral packages that include; adhesive and vinyl signage, dimensional lettering, posters, and C prints
- Local printing and installation services with our 35 nation-wide locations

RESULTS

With ABC Imaging's comprehensive services and print outlets through the United States, Au Bon Pain has the ability to:

- 1 **Save money** by using us as a **sole vendor, leveraging bundle pricing** and **eliminating costly miscommunication** across multiple vendors.
- 2 Develop **consistently branded signage** throughout their stores.

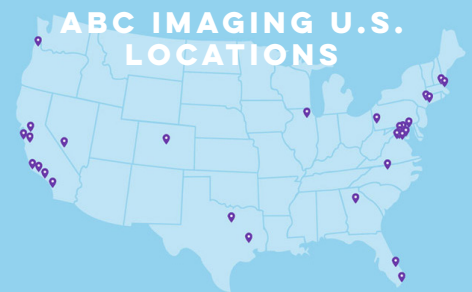


ABOUT ABC IMAGING

ABC Imaging continues to be the leading provider of innovative printing solutions and unique services. It has grown to operate stores at more than 35 locations globally and employs more than 500 people. With our focus on innovative solutions, from print-on-demand to 3D printing and from on-site print management to building wraps, ABC Imaging has a simple mission—"Impress Every Client, Every Time."

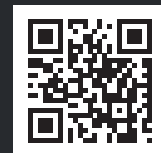
TO LEARN MORE

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