



The Challenge

LIDS is the iconic leader in hats and head wear and the top destination for fans to find official sports hats, merchandise and gear. Their New Era® X MLB® line partnered with the nostalgic, sweet bubblegum brand Big League Chew to bring a collection of summer flavor to your favorite MLB team.

LIDS has trusted C2 Imaging and Vomela to deliver high quality print materials to display in their stores for 3 years, from large rollouts throughout every store to small special projects. They looked to us once again to help them promote this fun, new collection. With cost efficiency in mind, we got to work on producing bright, colorful graphics.

Contact Us hello@vomela.com



The Solution

For each new promotion, LIDS relies on their partnership with C2 to continuously produce updated graphics for every one of their 906 stores. In order to correctly deliver to all locations, we use a packing distribution software to specify the correct materials for each unique store layout.

This project included over 30 unique, eye-catching pieces such as banners, trippers, pedestal boxes, and small format items. In order to stay cost effective and keep shipping costs low, we had to make sure that the shipping boxes were not too large to avoid incurring extra fees. This was done by smartly packing the boxes and sizing the materials to ensure they weren't oversized.





The Result

C2 Imaging and Vomela were able to deliver bright, colorful pieces to aid in the successful launch of LIDS New Era® x MLB® and Big League Chew. The pieces helped capture customers' interest in the new collection and brought attention to the stores, resulting in high sales and certain hats selling out. On top of this exciting roll out, LIDS has been continuously satisfied with the support and service they received.

"C2 Imaging exceeds all expectations in customer service, turnaround times, and quality. C2 has helped enhance our customer experience and bring more customers into our stores. They are an A+ team with A+ work!" - Charity Ulrick, Visual Merchandising Coordinator

