

## CASE STUDY: H.YOUNG

SECTOR: **Cycling, Outdoor Leisure**

OBJECTIVE: **Produce and deliver promotional packs for a major Madison Sportline product launch**

CALDERSTONE SERVICE: **Digital print; litho print; fulfilment**

### THE STORY:

Sportline is a division of Madison dedicated to their bike brands including Genesis, Saracen, Ridgeback and Rapide.

Each year, all dealers of these brands are provided with a 'dealer launch pack' of promotional items and we were asked to provide a solution to deliver this diverse range in the most cost-effective and hassle-free way possible.

With multiple items and a tight schedule, managing this project through one supplier proved to be invaluable to Madison. Our experience in the research, sourcing and fulfilment of promotional items, along with short-run digital and litho printing meant we were able to co-ordinate with the marketing team at Madison to ensure all items were delivered on time and within budget. Items per brand included over 200 t-shirts spread over a variety of sizes, swing tickets, stickers, posters and a unique gift.

Once all items were produced they were then collated at one central location, packed in boxes by type, barcoded and delivered to Madison's UK warehouse in time for the launch.



Calderstone were very competitive on price, but more than that added value by managing everything from quoting to delivery, constantly staying on top of costs, quantities, artwork, proofs, barcoding and coordination with our warehouse. The packs were very well received and even arrived two days early so we could get everything set up for the launch. A huge success which we couldn't have delivered in time on our own.



Robert Mance, Design Manager, Madison

