

## RETAIL - HUMAN RESOURCES

**Project Description** Grocery Store - Health and Safety boards

### Challenge

Clients' HR division approached Lowe-Martin looking to design a solution for their H&S Communication Centre. The postings/informations on their current boards were not clearly organized, hard to update with a uniform presentation and often changing regulations plus challenged with limited space in all stores.

### Benefits & Solutions

Lowe-Martin together with our partner VIDPro Inc. produced fully customized boards that followed the clients specifications, working closely with the clients' HR department. The final product met all of the demands.

The benefits to the client are:

- Each board allows the client to utilize all the Health and Safety materials in an organized manner.
- Custom pockets with headers allowed the end user uniform presentation with easy updates as there are changes to the regulations.
- Durable
- Cleaner appearance ensuring all the H&S literature displays well.

### Production Specifications

Quantity: 300, versions: 2 Creatives - Metro and Food Basics

Print: 3mm sintra with headers and labels on PS Vinyl

Finishing: Cut, pocket and labels application, edging and grommets

