



# DELIVERING SUPERIOR VALUE TO THE DELIVERY EXPERTS

## The Situation

Deutsche Post DHL is the world's largest global logistics company. When they were planning their convention to be held in Toronto at the Delta Hotel, they needed a print company that could do it all. They chose the local print experts - One Imaging.

## The Task

From banners and interiors wall wraps to brochures and promotional items, DHL wanted immersive and consistent visual branding. Requests would be coming from DHL staff in the U.S. and Germany. DHL had no location measurements and needed rapid install-and-removal. Plus, most hand-out materials needed to be customized per participant – no two alike!





## The Actions

1. Advised on requirements for each element so as to achieve the best impression for the least cost
2. Confirmed measurements of every single surface and provided mock ups for client input to ensure accuracy
3. Provided an expert on-site team for time-saving and effective installation and removal
4. Optimized every part of the process to maintain brand consistency. DHL and sponsor logo files were arriving from all over the world, inconsistent in colour and quality. On the day? From indoor way finding signs to brochures to large-format banners – branding was consistent, powerful, and perfectly-executed.
5. Delivered DHL materials organized and itemized, saving time and money

## The Result

When the DHL marketing lead arrived from the United States, everything went perfectly. One Imaging helped clean up a myriad of electronic files, from name badges to floor plans, and delivered all pieces – even individualized programs and schedules – exactly as required. Here's what we were so happy to hear:

***"I just wanted to say THANK YOU – thank you for getting everything that we needed on time and perfect [the] first time... EVERYTHING was perfect – just PERFECT."***

Lorraine, Marketing Director DHL International

One Imaging delivered perfect print results to the world's leading delivery company. We're ready to help you at your next meeting, event, or conference.

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