



Heartguard

CASE STUDY

“Your fast responses and willingness to send samples overnight to accommodate the client are what won over the project.”

OVERVIEW

A veterinary pharmaceutical organization needed 250,000 custom dog leashes delivered to their 3PL starting 30 days after order placement. In order to win the bid, Pop! Promos produced the product in record time, packed it out to strict customer requirements and delivered on a rolling schedule to meet the customer requirements.



PROBLEM

An order that was much larger than previously encountered that required special pricing, packouts & ship dates.

SOLUTION

When Pop! Promos was first approached with this order, we knew we could help the client even though some of the requests were unique.

This required a lot of pre-planning (evoking one of our company values - **Good Planning Yields Great Results**). Maria Acquarola, VP of Sales, was in constant communication with the client while our production team worked on creating a packout that was cost-effective and simplified the end user's handling and distribution of the product. The Pop! Promos art department worked diligently on a simple, yet impactful design that could be manufactured quickly to meet the tight timeline for the project. The company president, Sterling Wilson, personally worked on special pricing for the distribution to accommodate one of the largest orders in Pop! history.

The coordinated planning resulted in the Pop! Promos team sending 40,000 units per week, delivering early on the project. All of this during Q4 of 2021, the most unpredictable and challenging shipping environment in modern history.