








EXAMPLES OF OUR WORK:

LEARNING CARE GROUP ICARE BOXES



-  **PRINT & PREPRESS**
-  **BINDERY & HAND ASSEMBLY**
-  **KITTING & PACKAGING**
-  **PROMOTIONAL ITEMS**
-  **WAREHOUSING & FULFILLMENT**
-  **SHIPPING & DISTRIBUTION**
-  **LARGE FORMAT PRINTING**

[Kits for the classroom]

Overview:

Learning Care Group is the second-largest for-profit child care provider in North America. To help grow enrollment at its various centers across the country, the Learning Care Group marketing team developed a fun, playful kit to welcome, transition, celebrate and organize referrals at each school. The kits, called "iCARE Boxes," included items the children and staff could enjoy together, helping create a more interactive, welcoming environment.

Sigler helped drive the project, printing many items in-house and working with established partners to produce other items. Items were then kitted and shipped to Learning Care Group locations all over the country. Additional materials are stored in fulfillment and can be ordered as needed.

Highlights

- Sigler worked with Learning Care Group and American Packaging Corp. to create an oversized display box with tabs, the perfect vehicle for enclosures/included items.
- Printed materials included oversized birthday cards, notecards, birthday crowns and envelopes.
- Sigler worked with additional partners to create unique diecuts for some of the printed materials, as well as dry erase banners and stickers.

Results

The kits were a hit. Learning Care Group received overwhelmingly positive feedback from their centers who praised the usability of the pieces. The kits played a pivotal part of Learning Care Group's marketing overhaul for their network of schools, which has helped lead to increased enrollment.



Start YOUR project today. **CALL US AT (800) 750-6997!**

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