








EXAMPLES OF OUR WORK:

MITAS TIRES POS KIT



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

[Reaching people at the point of sale]

Overview:

Mitas is a major supplier of radial agricultural tires for new tractors and combines by major manufacturers including John Deere, Case New Holland, Unverferth and more. Mitas turned to Sigler for their Spring Rebate Campaign to help spur more sales at dealer locations.

With the sizable investment required for ag tires, competition is fierce. Mitas needed to stand out from other sellers – which is where Sigler came in. The 2016 Spring Rebate Campaign Point-of-Sale (POS) Kit turned into a collaboration between 7 different departments.

Highlights

- Working with Mitas' brand standards, Sigler designed and custom produced a branded corrugated POS kit box containing all the different campaign components.
- Sigler created multiple pieces for the campaign, including the design and production of envelopes, coupon pads, countertop display stand and mats, window clings, vinyl banners and dealer reporting forms.
- The hand bindery department assembled over 1,500 kits to be sent to Mitas tire dealers.
- Sigler worked with FedEx Ground and FedEx Freight to distribute kits to nearly 500 dealer locations across the United States.
- List services received a spreadsheet of fulfillment information and generated pre-printed shipping labels which were applied during assembly to eliminate any quality control issues.



Results

Thanks to a strong sense of teamwork, Sigler was able to successfully produce, assemble and fulfill 1,500 kits in only a month's time. The custom kits arrived at their final destinations the week prior to the start of the rebate campaign, and helped put Mitas top of mind during dealership visits. Mitas began seeing interest grow, receiving at least one order for the maximum number of tires allowed per rebate as a direct result of the campaign.

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

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