



Print Perspectives

## Furniture retailer achieves multi-channel brand consistency through print



*“At the end of the day, our partnership with FedEx Office leads to the consistent look of the stores. It leads to bringing in customers. And it leads to sales.”*

—Matthew Smigiel, Designer



Yogibo is a retailer of shockingly comfortable beanbag furniture. Since consolidating print vendors to work solely with FedEx Office, they have achieved predictable pricing on all their printed materials, both in-store and for online order fulfillment. They’re seeing consistently high quality in all their print materials. And they’re saving time and effort.

### Yogibo at a glance



**Selling online** and in **80+ physical locations**



Showrooms in the **U.S., Canada, Japan, and Korea**



#### Printing needs

- Brochures
- Retail signage
- Trade show signage
- Beanbag refill funnels
- Stickers
- Info cards

# Challenges



**Using three to five online print vendors** meant working with a new point of contact for each new project.



They had to **sacrifice the formats and substrates** they wanted for whatever was available from each different vendor.



**Project management was time-consuming and frustrating**, and required extensive explanation.



**Quality and pricing were inconsistent** between vendors, so retail signage looked different from store to store and forecasting was a challenge.

# Solutions



## **Consolidated vendors.**

Yogibo now works solely with FedEx Office for predictable pricing, consistent quality, and simpler project management.



## **Collaboration.**

The FedEx Office team works with Yogibo to provide suggestions for impactful in-store print signage.



## **Expedited distribution.**

Yogibo leverages the FedEx logistics network to distribute signage fast for flash sales and promotional events.



## **Last-minute delivery.**

Thanks to the FedEx Office print network, Yogibo can have materials printed and delivered within 48 hours for events and trade shows nationwide.



*“Working with FedEx Office was like night and day from working with online retailers. With them, you’re just another number. Now, [with FedEx Office] I’m able to say ‘I need to order what I did last time,’ and they know exactly what I’m talking about. There’s no comparison.”*

—Matthew Smigiel

# Results



Streamlined processes



Simplified project management



Reliable quality



Predictable pricing



Brand consistency



Increased revenue

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