



CLIENT: A RECREATIONAL VEHICLES DEALER

INDUSTRY: RECREATIONAL

PROCESS: DOMING

SOLUTION: THEME

CHALLENGE

The client wanted to offer optional graphic packages in order to add perceived value to their products and to create excitement in store for potential buyers. That being said, one of the key challenges our client had in developing and commercializing such packages was installation, which can be complex and take a good amount of time. The dealer didn't want to install the graphic kits themselves because it would make this new revenue stream unprofitable.

SOLUTION

BCH Image has developed a set of decals that are easy to install and to integrate into a kit. The result is very interesting for the dealer, because customers can go back home with their graphic kit and install it themselves. To go along with each kit,

BCH Image has developed an installation guide that clearly explains where each decal fits on the vehicle. This is a very visually oriented document that demonstrates how to properly install the decals, step-by-step. Two graphic kits were provided to the dealer so they could use them on their demonstrator models. The dealer bought the rest of the decals so they could resell them to their customers as an option. Buyers can now customize their vehicle, while the dealer benefits from a unique product that really helps them to stand out from the crowd. Our team at BCH Image has once again demonstrated that we can offer innovative solutions to meet our clients' needs.