



Colleges and universities discover ways to simplify signage production and ongoing support for return-to-campus campaigns

Case Study | Education

Situation

As higher education students continue to learn on campus and off, many colleges and universities are focused on helping reduce the spread of germs and absenteeism.

Some higher learning institutions have incorporated signage into their strategies to promote social distancing, encourage hand-washing, and remind people about helpful guidelines such as wearing face coverings.

At many colleges and universities, planning committees with members representing key stakeholders and departments were formed to develop strategic plans to address the evolving situation. One of the issues that many committees faced pertained to what messages need to be communicated and where to place signs across campuses, so the content could be seen.

With strategies in place, the challenge for many committees was to figure out how to quickly produce the large quantity and different types of signs needed to blanket their campuses as well as manage the implementation process.

Discovery

Many schools may not have dealt with a printing project of this magnitude, especially coupled with a tight turnaround time frame. ODP Business Solutions works closely with colleges and universities to understand their critical signage needs, then offers insights about solutions that meet their immediate and long-term needs.

ODP Business Solutions helps higher learning institutions understand the key questions to consider when finalizing signage strategies, including:

- What different types and formats of signs are available to meet the varied needs across campuses?
- What materials are best suited for the environments in which the signs will be displayed?
- What are the installation requirements for different types of signs?
- What delivery and storage conditions need to be considered?
- What brand and/or logo standards need review?

After analyzing the situation, ODP Business Solutions can help develop a solution that addresses the multifaceted design, printing, and supply chain requirements.

Solution

The goal of ODP Business Solutions is to help reduce the complexity of the process to produce signage in a way that meets the needs of colleges and universities during these unprecedented times. When time is of the essence, managing multiple vendors adds unnecessary steps for school administrators. ODP Business Solutions brings together a network of strategic suppliers and handles all the project management details, so institutions can focus on other priorities.

How ODP Business Solutions works with you to get results.

- Reviews current print operations and needs
- Builds a strategic network of vendors to produce the variety of needed signage
- Works closely with you to develop a print services program that helps reduce overall costs while increasing efficiency
- Manages end-to-end workflow and order management
- Administers on-demand production, digital distribution, outsourced inventory, and virtual warehouses
- Provides access to centralized analytics and reporting
- Offers storage, retention, shredding, and destruction services
- Coordinates content revision and versioning management



Solution (cont.)

For example, a Big 10 university selected ODP Business Solutions for assistance with its large-quantity signage needs in order to prepare the campus, which includes 780 buildings, 28 dining facilities, 32 computer labs, and a variety of athletic facilities, for returning students.

ODP Business Solutions worked closely with key stakeholders and quickly delivered a plan with recommendations for signage solutions, including large-format signs, floor and wall decals, posters, and A-frame mobile signs. The solution also detailed options for how to handle the logistics of delivery for large quantities as well as print-on-demand capabilities to quickly order more signs when needed, eliminating storage requirements at the school.

The university also received input from ODP Business Solutions about best practices for the installation and maintenance of the signs, such as making sure not to wax indoor floors before adhering decals.

A large East Coast university turned to ODP Business Solutions for help with adding school branding to wipes and sanitizers for use throughout the school. ODP Business Solutions worked with the school on every aspect, including the coordination of the printing process. The university also appreciated our cost-saving suggestion of placing a larger order for the supplies than originally planned. ODP Business Solutions holds the order in its warehouse and delivers only the needed quantity to the school in a timely manner.

Results

Colleges and universities that work with ODP Business Solutions are able to quickly find the solutions they need for their return-to-school signage needs. ODP Business Solutions works closely with key stakeholders to simplify the process and coach them about all the signage options to figure out what works best for their specific needs.

The university that engaged ODP Business Solutions was able to efficiently set up a process to order signs as needed in a variety of formats and materials for use across the campus. Its initial order of 5,000 decals and 22,000 signs was quickly followed by an order for 68,000 more pieces to finish the job. ODP Business Solutions is on deck to handle the production of additional custom signs as needed.

The large university reduced its overall spend for its supply of wipes and sanitizers thanks to ODP Business Solutions' recommendations. ODP Business Solutions was also able to meet the university's request to place the order through a minority-owned vendor and help source supplies that meet Environmental Protection Agency (EPA) guidelines for the types of wipes that are acceptable for use in laboratory settings.

For more information on how ODP Business Solutions can help boost the efficiency of your print services:

- Visit odpbusiness.com
- Call 888.263.3423
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