

PRINT MANAGEMENT

echo's Print Management Makes New Program Launch Possible.



the company

Music & Arts is a 104-store retail music chain that spans from coast to coast. Employing 1,500 employees, 330 affiliate dealers, and annual instrument rentals of over 150,000, Music & Arts has become the largest school music dealer in the nation.

the challenge

Music & Arts needed to supply their retail outlets with gift cards, both for consumer purchase and various promotions. As Music & Arts had never operated a gift

the solution

The **echo** team researched production solutions for similar programs and gathered vendor samples. The ideas were compiled and presented to Music & Arts. After consulting with the client on using cost-effective paper cards with 10 mil laminate (front and back), for a total of 30 mil, **echo** was awarded the project.

echo coordinated the printing of the Gift and Merchandise Card Sleeves as well as the cards themselves. The **echo** team worked with Music & Arts to maintain the Music & Arts brand throughout the project with accurate color and images.

Since its beginning in 1952, the company gradually expanded outside the MD/VA area, adding retail stores in Atlanta, the Philadelphia area, the Carolinas, Nashville, Denver, and most recently, the Northeast.

card program, they approached **echo** for an end-to-end solution.

Internally, **echo's** IT department ran tests to ensure that the barcode type, sequence number, and MOD-10 Numbering (check digit) could be scanned and would work properly.

echo's access to multiple resources and team approach streamlined this project for Music & Arts. Two out of 104 stores piloted the cards for roughly 2-3 weeks and upon successful use, the cards were shipped to the remaining 102 stores for offer to the public.



Project samples

the **echoeffect**:

- 🔊 **echo's** team effort allowed a client's project concept to become a reality. It was researched, tested and then executed in the best possible fashion.
- 🔊 **echo** was able to engage and coordinate the necessary partner vendors to produce a quality product.
- 🔊 Due to the process developed by **echo**, Music & Arts gained efficiencies in client communication and timeliness of product delivery.
- 🔊 Music & Arts is now able to generate revenue through an additional channel.
- 🔊 Through **echo's** processes Music & Arts was able to maintain brand quality.