



CUSTOMER SUCCESS:

# NORTHSHORE

## Challenge

As a premier healthcare provider, NorthShore University HealthSystem has the highest organizational and brand standards. NorthShore reached out to npn360 to execute those standards into their branded merchandise and items used for conferences, community affairs, and top-notch recruiting efforts. NorthShore specifically requested a catalog of unique items outside of the "traditional coffee mugs and pens."

## Solution

Drawing on our experience of bringing branded items into workplaces and communities everywhere, npn360 quickly delivered on this ask. We called on our global resources to find unique, high quality items that would best reflect and represent the NorthShore brand, while leveraging our buying power for the best prices.

**"npn360 helps bring your brand to life – they take the esoteric brand ideas that we have and how we want them presented to the market and make it concrete. They find the right assets, the best quality and ensure our brand visual appearance is consistent."**

Toni Midderhoff Miller,  
Director of Brand Marketing



## Package Included

A full catalog of branded gear and merchandise

Specific, health care related items

On trend, wearable apparel

Wellness event-focused packaging

## npn360

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