

## The Client

**Sally Beauty** is the world's largest distributor and retailer of professional beauty products with 3,000 stores in 11 countries. Their stores service both retail consumers and salon professionals by offering up to 8,000 products for hair color, hair care, skin, and nails through a number of proprietary brands.

Sally Beauty has a partnership with a brand called **Freewill**. Freewill offers a collection of products that optimize clients' haircare routine by cycling between products based on hair types and changing conditions.

## The Problem

Sally Beauty asked **np360** to help with the production of endcap displays for Freewill. The specifications included several components, with the top half as a standing display with color-coded shelf strips that correspond with the unique product type.

The production required a variety of processes & substrates which all needed to be cohesive. However, the different materials absorbed ink differently, which would result in inconsistent color. npn360 needed to find a cost-effective solution that would ensure precise color matching and brand management.

## The Solution

The **npn360** team knew that the most cost-effective solution to precise color matching would be proper sourcing of the various display elements. So, they sent the components to other facilities they'd worked with in the past that had the appropriate expertise.

Because of **npn360's** trusted relationships and transparency with these vendors, along with mutual quality oversight throughout the process, they produced accurately matching components to create an impactful display for the Freewill product line. The vendor teams were all committed to doing excellent work and were encouraged to speak up with suggestions or concerns. In fact, during production of one component, press operators discovered a hidden watermark that had been missed prior to running the job, and were able to correct it and avoid a reprint.



## The Outcome

Due to strategic sourcing, with the right vendors doing the right job, **npn360** was able to **save the client 25% in costs**. The company rolled out the endcap displays to 2,500 locations, which included several iterations of the components to various stores. Sally Beauty has since worked with **npn360** on more custom projects, one-offs and print displays.

*"There can be a perception that smaller companies aren't able to control a multi-component project to the same degree as larger facilities. However, our experience has shown that when everyone has a stake in producing the best work possible, our clients reap the benefits, in quality and cost management".*

Matthew Theis; Chief Revenue Officer; **npn360**