

The Client

The **YMCA** operates 2,700 locations with more than 20,000 full-time staff. The “**Y**” in each community has its own programming and develops unique promotional materials and staff uniforms for each location.



The Problem

npn360 represents various regional YMCAs and developed a solution for sourcing, branding, ordering, and fulfilling all these elements in each location.

With cost and efficiency in mind, **npn360** customized and implemented a technology platform tailored specifically for these groups and their unique needs.

In addition, **npn360** continues to support the program through sourcing, printing, and fulfillment.

The Solution

npn360's Solution Included:

- E-commerce for branded apparel
- Print-on-demand for customized, branded templates
- Workflow technology, Digital Asset Management, and Brand Compliance

