

### Success Story:

After a successful test at a store in Mesquite, Texas, the roll out to a majority of JC Penney stores shipped in May, 2009. The end result was an effective branding of Levi's products in the boys' and young men's departments.

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case study  
Levi's  
Shrouds and  
Banners

### Complex Challenge:

Develop a high quality, low price, Levi's vinyl banner and nested table shroud program for the JC Penney boy's and young men's departments.



### Simple Solution:

Miramar Designs created a red, glossy, vacuum formed shroud featuring a strategically placed Levi's logo. Levi's provided twelve different banner designs to help "tell the story," and, so far, banners and shrouds have been incorporated into the boy's department.



### Simple solutions for complex displays.

**Quantity:** 6,654 vinyl banners; 3,651 shroud sets.

**Materials:** Vacuum formed plastic, printed vinyl, decals, and die-cut plastic.

**Distribution:** Shipped direct to JC Penney stores.

**Process:** Design, engineering, prototypes, and production.

Printed vinyl banner



Vacuum formed table shroud

Vinyl decal logo