



CASE STUDY: LINDE CORPORATION

KEY HIGHLIGHTS

- Creation of a customized portfolio of products to meet the company's growing needs.
- Provided one-on-one consultation regarding the implementation of cost effective logistical strategies.
- Developed a variety of turn-key solutions to meet the company's diverse brand and imaging needs.

CHALLENGE

Flexibility During a Time of Rapid Expansion

After years of utilizing multiple companies for their graphic supplies, Linde was seeking a single source organization that could handle the large, industrial-grade productions the company required. At the recommendation of a former graphic supplier, Linde contacted Brand Graphic Solutions to explore a potential working relationship. At that time, Linde was experiencing tremendous growth of infrastructure due to its involvement in the rapidly expanding natural gas industry of Northeast, PA. Continuity and quick turnover on graphic production was critical. It was up to the BGS to create a service package that would deliver results.



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There have been multiple occasions where I have been so satisfied with their work that I actually spoke out in a company meeting boasting about how good a job BGS had done. I would never do that. I did that for BGS.

”

KEVIN LYNN
LINDE CORPORATION

LINDE

SOLUTION

One-On-One Service Backed by Experience Based Solutions

It was up to BGS to create a customized portfolio of quality products to meet Linde's needs ranging from outfitting the company's large fleet of trucks to creating metal signs and banners for company's various locations. Backed by an attitude of offering services based not on when they could have them, but when Linde needed them, BGS took on the work that once required three separate companies and delivered quality products often under tight deadlines. Without hesitation, BGS fielded requests from Linde's design team, offering one-on-one consultation on the most effective strategies to accomplish the tasks at hand. During the most pressing time of Linde's growth and expansion, BGS provided a turn-key solution to meet Linde's varying brand graphic needs.

RESULTS

Cost Effective Solutions – Outstanding Service

BGS' customized service approach has saved Linde immeasurable time and money, not to mention the added stress of having to deal with multiple vendors to meet their diverse graphic needs. After proving their ability to work under pressure during one of the most crucial times for Linde, BGS demonstrated its capability as a single source partner, eliminating the need for Linde to look to anyone else for their graphic requirements. Linde continues to be pleased with BGS' understanding of their business and what is required to enhance their corporate image and positioning. BGS' consistent delivery of quality products that are on time and on budget has resulted in a strong partnership between BGS and Linde. A partnership built on satisfaction and trust.



LINDE CORPORATION
TRANSPORATION & FLEET GRAPHICS



CARS TRUCKS TRAILERS EMERGENCY MASS TRANSIT AIRCRAFT MAGNETIC
AIRCRAFT ANTI GRAFFITI REFLECTIVE VANS BUSES EMERGENCY
TRAILERS MASS TRANSIT EMERGENCY BUSES MARINE REFLECTIVE CARS