



CORRIGAN SPORTS ENTERPRISES

Sports and Event Marketing Company Saves Valuable Time—and Still Produces Durable, Waterproof Signage—Using REVLAR from Relyco

Established in 1991 and based in Baltimore, Md., Corrigan Sports Enterprises leverages strong relationships with professional sports franchises, collegiate sports teams, athletic departments, and sports media to create, manage, and implement sports and event marketing opportunities for local, regional, and national corporations.

Sports and event marketing company Corrigan Sports Enterprises laminated as many as 50 11" x 17" signs for each event, a resource-intensive, time-consuming process. After a test of REVLAR waterproof paper samples from Relyco revealed that the product could offer the durability Corrigan Sports required, while slashing the time needed for sign production, Corrigan Sports placed its first REVLAR order.

Since then, Corrigan Sports signage printed on REVLAR has withstood multiple rain events—and even a tornado—making it an ideal solution for the company's needs.

Challenge: Identifying Ways to Save Time on the Production of Event Signage

A small company at which each employee "wears multiple hats," Corrigan Sports was always looking for opportunities to save time and money. Maximizing the use of all available resources is especially important because the company is committed to delivering all elements of an event from inception to fruition—a real advantage for its customers.

At A Glance:

Customer

Corrigan Sports Enterprises

Industry

Sports/Recreation

Relyco Product

REVLAR Waterproof Paper

Website

www.corrigansports.com

"It actually rained for the first four events at which we used signage printed on REVLAR; one event was even threatened by a tornado. This wasn't ideal for us or our athletes, but it did provide the ultimate test of REVLAR. The waterproof paper passed with flying colors, and even at the end of each event, the REVLAR signs looked as if they had just come off the printer. The laminated signs we created in the past never would have withstood the deluge. We're never going back to lamination."

Chris Tomlinson
Vice President of Marketing,
Corrigan Sports Enterprises

While Corrigan Sports relies on external print vendors to produce the large signs required for each event, it creates and then prints smaller 11" x 17" signs in house. This signage includes event schedules, venue maps and directions, and lists of participating teams and coaches, all details that aren't finalized until just before an event begins, which makes print outsourcing impractical and costly. More importantly, because a large portion of Corrigan Sports events are dedicated to lacrosse and take place at outdoor recreation facilities over two or three days, signage must be durable enough to withstand the elements for the duration of the event.

In the past, Corrigan Sports laminated its signs, and while just 50 signs or less were generally needed for each event, the process to produce them was time consuming and required the dedication of staff resources that could have been used more effectively elsewhere.

Solution: REVLAR Waterproof Paper from Relyco

After one especially lengthy lamination session, Chris Tomlinson, vice president of Marketing at Corrigan Sports, remembered a packet of product samples, including REVLAR waterproof paper, the company had received from Relyco. At the time, he put the samples aside, but now, Tomlinson decided to test the REVLAR to see how it performed. He printed one of the event signs on REVLAR, which worked well in the printer Corrigan Sports uses and produced a sign that appeared exactly as expected. Then, Tomlinson held the sign under running water for several minutes to see how it held up in very wet conditions. When the ink adhered without smearing and the sign itself looked great, even when wet, Tomlinson decided to contact Relyco to order a supply of REVLAR.

The Relyco team asked Tomlinson to describe how the REVLAR would be used and then recommended the type of REVLAR ideally suited to the company's needs. Corrigan Sports received a supply of REVLAR in time to produce signs for their next event. Tomlinson notes that it rained for the first four events at which the company used REVLAR signage, a perfect test of the product. In fact, high winds and a possible tornado at one event cost the company multiple pop-up tents, but the REVLAR signs looked as if they had just been taken off the printer.

Tomlinson says that the cost of REVLAR is in line with what the company had invested in lamination supplies, but that the time saved on production is significant. Typically, Corrigan Sports uses its signs for only a single event, but with REVLAR, the company is exploring ways it might be able to re-use certain signs from one event to the next for additional savings.



About Relyco: For more than 25 years Relyco has been the premier supplier of unique and innovative paper products specifically designed for laser, digital and inkjet printers. Our products are great for thousands of applications and uses – enabling you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority. Visit us at www.relyco.com or call (800) 777-7359.