

# Delivering 100% ROI on In-House Large Format Printing in Three Months for Fireworks Over America

USA | In-House Large Format Printing

## OVERVIEW

As one of the country's leading distributors of fireworks – with 30 seasonal retail outlets throughout the Midwest and into the Carolinas – Fireworks Over America uses a lot of signage to promote their products.

And until early 2020, they outsourced all of it through eight different print vendors.

Our initial meeting was about replacing their aging multifunction machine. As the conversation continued, the team at SumnerOne helped Fireworks Over America uncover opportunities for tremendous savings.

The positive financial impact on their business, you might say, appeared in a flash.



## PROBLEM

We met with Fireworks Over America's vice president to learn more about how they use printing throughout their organization – and how we could help make it all work better.

Our biggest surprise was the financial impact of outsourcing. We knew we could save them time and money – to figure out just how much, we had to dig deeper into their outsourcing expenses.

Our in-depth print assessment evaluated the company's entire printing operation. We studied their processes, in-house knowledge, and office space to get a sense of what was working, and how we could help them improve.

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**When I started working with SumnerOne to build our shop, I had zero print knowledge or experience. Within two weeks we had all those devices up and running. I'm confident we can do anything now.**

**SumnerOne made it possible.**

**Harrison Waters**  
Marketing Director, Fireworks Over America

## SOLUTIONS

We knew their busy season was just weeks away and we needed to move quickly. SumnerOne’s local service team hit the ground running, right alongside leaders from Fireworks Over America, to make it all happen.

First, we explored multiple large format manufacturers to find the best fit for their unique needs. We knew their retailers needed prints that could withstand outdoor environments, so we selected the **HP Latex 335 Print & Cut 64-inch Large Format Printer**.

Over the next few weeks, our large format experts worked with Fireworks Over America’s team to refine workflows and ensure they were comfortable with all aspects of producing signage and banners in-house.

And they were off! Within the first month, the newly minted print shop was running 8-10 hours a day filling orders for all Fireworks Over America’s customers, far less expensively than they could before.

As a side benefit, the team was able to bring new levels of consistency, quality and durability to Fireworks Over America’s signage across every location.

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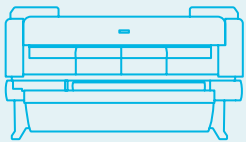
**I knew that 20-30% would’ve been big savings. Based on my initial calculations, we were doing 50%, easy.**

**And now we’re edging toward 60%. We paid this off in one season.**

**Harrison Waters**  
Marketing Director, Fireworks Over America



## How much could you save by bringing large format printing in-house?\*



Printed Item	Outsourced	In-House	Savings
36x48" Poster	\$62.15	\$16.80	73%
4x12' Vinyl Banner	\$108.43	\$69.60	36%
36x48" Window Decal	\$74.17	\$23.04	69%
12x12" Floor Decal	\$11.99	\$2.25	81%
18x24" Yard Sign	\$21.56	\$6.75	69%
5x3" Sticker	\$1.43	\$0.17	88%

\*Cost breakdown assumes a print volume of 500 square feet per month.

## RESULTS AND NEXT STEPS

In the first season with in-house large format printing, Fireworks Over America saw a 100% ROI on the new equipment. The drop in costs has paid off for their retail locations as well, who are now ordering more signage than ever.

Just six months after the first latex prints rolled out of their new in-house shop, Fireworks Over America looked to add even more equipment. They added a **Canon imagePRESS C910 Production Printer, Duplo 660 PRO Hydraulic Cutter, and Duplo DC-618 Slitter/Cutter/Creaser** to their shop. They’re now printing nearly everything in house – and reaping the savings.

Plus, whenever they have a question about any of their new equipment, the answer is just a SumnerOne phone call away.

Thanks to their new in-house print shop from SumnerOne, Fireworks Over America now has the power to produce a full range of high-quality, eye-catching printed pieces – indoors and out, at the ground level and sky high.

Ask about how SumnerOne can help you today.

800.325.0985 [www.sumnerone.com](http://www.sumnerone.com)

