

The Graphic Hive goes the extra mile to save the day for two great races in Pittsburgh, PA

“The Graphic Hive really helped us out in what could have been a terrible situation”

-Christine Fish

Run Around the Square. Graphic Designer



Run Around the Square, an annual 5K race in Pittsburgh's Regent Square, thought that everything was going to be routine when it came to purchasing their yearly t-shirts. The bulk of their order was being handled by a major vendor, but they chose to have *The Graphic Hive* print up bandanas and volunteer shirts that were not a part of their original order. *The Graphic Hive* was tasked with printing 50 bandanas and 144 volunteer shirts, which is a small order compared to the approximately 2,600 shirts the other vendor was filling.



Just because *The Graphic Hive* only received a small order, we still took it very seriously. In fact, when we went to print the sponsor logos on the back of the shirts, we noticed that some of them were low resolution and wouldn't screenprint well. We know how important these sponsors are for any race, so we actually re-created several of the logos to make sure that even the most complex logo would print well as a one-color design.



The Graphic Hive proudly shipped the order ahead of schedule, and Christine Hall, the *Run Around the Square* graphic designer and volunteer, was very pleased with the results. Unfortunately, the same could not be said for the vendor that was supplying the bulk of their shirt order. We heard horrific stories of imprint sizes that were too small, missing shirt sizes, and even shirts that were being printed in the wrong color. With the race right around the corner, *The Graphic Hive* stepped up to the plate and fulfilled an order of 500 race shirts that were misprinted by their other vendor and 250 youth shirts that were ordered but completely missing.

Once the dust settled from the chaos of hosting another successful race, Christine invited us to the event's sponsor party in Pittsburgh. We love any feasible opportunity to meet face to face with our clients so we happily accepted her invitation. Throughout the evening, we were constantly being introduced as “the guys that saved the day.”

A few months after the party, we received a glowing referral and an introduction from the event planner of the Regent Square race to Jessica Tedrow, the Education and Events Coordinator for the *Group Against Smog and Pollution* (GASP). Jessica was about to host the second annual *Clean Air Dash* in October of 2014, and she was in need of affordable, high quality shirts for this event. We received an order for 500 race shirts and 60 volunteer shirts and were able to ship the items on time. Unfortunately, we learned, just two days before the event, that one of the boxes never arrived at its destination.

Customers:

Run Around The Square
Clean Air Dash

Location:

Pittsburgh, PA

The Problems:

Run Around the Square: Big vendor forgot parts of the order and misprinted shirts.

Clean Air Dash: Shipping company lost part of the order.

The Graphic Hive Solutions:

Run Around the Square: Fulfilled an order of 500 misprinted shirts and 250 youth shirts that their large vendor forgot to print.

Clean Air Dash: Worked around the clock to print new shirts and then hand delivered the lost box of shirts to the race director in Pittsburgh.

The
Graphic Hive
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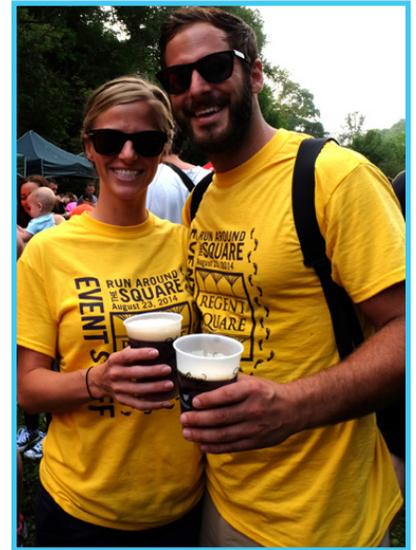


We immediately tried getting in contact with the delivery company, but they could not provide any assistance when it came to locating the missing package. Left with no other option, we made a call to our shirt vendor and placed a rush order for the replacement blank shirts. Once we received the blanks, it was “all hands on deck” at *The Graphic Hive* with every employee working as a team to get the shirts printed in time. Of course, shipping the shirts was not an option due to time, so we got in the car, drove three and a half hours and hand delivered the box of missing shirts to Jessica who was almost in tears when we arrived.

The Graphic Hive knows that there are plenty of screen-printing shops around and that more show up all the time. Unfortunately, finding the right screen printer can be a real shot in the dark, because you never know which shop can hold up their end of the deal. Anyone can set up a screen-printing shop, but the challenge is determining if they are able to produce quality shirts, if they are knowledgeable about the products, whether they are passionate about what they do, and whether they will go the extra mile when things don't work exactly as planned. The problem is that it's almost impossible to determine exactly the extremes that a vendor will go to for you without direct experience. We hope that this little case study helps to show how important our customers are to us at *The Graphic Hive*, and the extent to which we're willing to go to ensure their happiness and success.

The Graphic Hive knows that races are labors of love for their directors and other volunteers. The work that goes into planning and executing a successful race can be mind-boggling. The last thing that you should be worrying about in the days leading up to your race is whether or not you're going to have high-quality t-shirts or other promotional items in hand in time for the race. Printing isn't the only thing that *The Graphic Hive* is capable of, however. We are a full service printing, marketing, and web design company that could help you with things that you might not even think of such as a landing page for your race, a digital race sign-up form, an email list of past runners that you could blast in the weeks leading up to the event, and custom promotional items that will set your race apart from the competition.

Since opening in 2009, *The Graphic Hive* has always strived to exceed any expectations and deliver a quality product regardless of the issues we might run into along the way. We are a hard-working group that understands how important these races are, and we will do whatever it takes to ensure that your shirts arrive on time and keep the participants happy. We understand that your bottom line may be one of the most important things that you look at when bidding out shirts, but please consider the potential costs and stresses that come along with working with the lowest priced vendor. *The Graphic Hive* is fully in your corner and has experience fulfilling orders for countless races of all sizes. Please consider *The Graphic Hive* for your next big event. Call 1-888-590-3310 or email info@thegraphichive.com to get started!



About The Graphic Hive

The Graphic Hive is an award winning, design focused screen-printing and marketing company. Whether your job involves small runs on our manual screen-printing press or larger runs on our automatic press, every job is the perfect size for us. We go to great lengths to ensure that you receive unparalleled quality in every shirt that we print.

Aside from printing shirts, we have the capability to make custom promotional items which will put your race way ahead of the competition. Imagine having a custom towel that your runners get to take home with them that reminds them of your race everytime they use it!

If your race needs a new home on the web, *The Graphic Hive* can help you design a landing page, social media pages or even sign-up forms.

At *The Graphic Hive*, we design for your growth. With this tagline in mind, we would like to grow with your organization and be able to continuously surprise you with high quality printed products.

The Williamsport/Lycoming Chamber of Commerce recognized *The Graphic Hive* as Emerging Business of the year for 2015. Find them at www.thegraphichive.com or call (888)590-3310.