



CASE STUDY: TRADESHOW & EXHIBITS

## SHOWCRAFT

### BACKGROUND

As an experimental full-service showcase marketing agency, Showcraft choose to partner with Pictura to meet quality expectations, that are on budget and on time delivery. Working with multiple materials can present color matching challenges. Pictura understands this challenge and works to make sure customers get what they want, and how they want it.

### PROCESS

Pictura isn't just about the output. "They produce a product that gives us great looking exhibits and happy clients," says Ryan Beaulieu of Showcraft Exhibits. "Pictura's preferred customer pricing sheet has been very helpful. Their wide range of printing solutions and flexibility with lead times has been advantageous in our partnership."

### RESULTS

Showcraft's partnership with Pictura Graphics has resulted in a solid, long-lasting vendor relationship. "We're always looking for new ways to showcase our client offerings visually and economically." says Beaulieu. Creative printing solutions by Pictura provides just that.

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We're able to push the creative limits of our beMatrix booth designs due to Pictura's beMatrix printing capabilities.

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**Ryan Beaulieu**  
 Senior Account Manager  
 Showcraft

