

CASE STUDY



SIGNATURE FLIGHT SUPPORT

New Employee Welcome Kit

To welcome new associates to the Signature Flight Support family, they are provided with a New Employee Welcome Kit including a welcome note, a pen, a breakaway lanyard (necessary for aviation), a dual badge holder, a business card holder, and a pocket-sized brochure highlighting Signature Flight Support's Vision, Mission, and Values. The soft touch laminate box with custom cut foam insert perfectly hold each item in its place, making the final product the professional yet warm welcome that Signature Flight Support was looking to achieve.

SunDance worked with Signature Flight Support to pick the items for the kit, design the individual pieces and develop the packaging. The flat boxes were produced on 24 pt C2S stock utilizing SunDance's new 40 inch, six-color Heidelberg Speedmaster press. Following print production, the sheets were laminated with a soft touch laminate and die cut. The next steps included assembling all of the boxes, adding the die cut foam insert, and placing all of the items in the box.

About Signature Flight Support:

Signature Flight Support, a BBA Aviation plc company, is the world's largest Fixed Base Operator (FBO) and distribution network for business aviation services. Signature Flight Support services include fueling, hangar and office rentals, ground handling, maintenance and a wide range of crew and passenger amenities at strategic domestic and international locations. Headquartered in Orlando, Florida, Signature Flight Support has grown to more than 200 locations in the United States, Canada, Caribbean, Europe, South America, Africa and Asia.

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