

SUCCESS STORY: *CGC IS ON THE CASE*



ATELIER
CARRYING CASE

“I love the Atelier sample case. It’s so easy to find what I’m looking for.”

—*Jonathan*
ARCHITECT, NYC

THE VISION

With light control systems in the New York Times Building, Lincoln Financial Field, and the Orange County Convention Center, Lutron is no stranger to high-end commercial clientele.

When Lutron wanted to market its motorized roller shades to this sector, they needed a functional yet tasteful way to store fabric samples so that designers and architects could easily help clients choose the right color.

Lutron partnered with CGC, where our vast network of manufacturing resources, as well as our in-house design services, made us a true “one-stop shop” for Lutron’s needs.

THE CHALLENGES

- Store 124 fabric samples in a portable case that designers—especially those in large urban areas—can easily take to their clients.
- Organize the fabric samples so that choosing the right color is a streamlined experience for the designer and their client.
- Design a sleek, modern look, so the carry case would appear at home sitting on a high-end designer’s office bookshelf.
- Find a vendor who could handle all aspects of this multi-layered project, from sourcing fabric samples to printing brochures to designing the carry case.

CARRY CASE



SWATCH BOOKS



BROCHURE IN CLEAR POCKET



FABRIC SWING SET



THE SOLUTIONS

- We custom-fitted four binders of fabric samples into a box, then added a wrap-around carry case with a handle. When full, the carry case weighed only 8 lbs—a truly portable solution.
- We mounted the fabric swatches on a swing set for easy access. We also added a barcoded label on the back of each swatch for fast identification.
- When fully closed, the carry case becomes a sleek black box measuring just 6.75" x 7" x 11.375"—an easy fit for most bookshelves and an artful addition to any creative professional's office.
- As a single-source supplier, we designed the carry case, sourced all the fabrics and materials, printed the brochures and labels, and oversaw the entire manufacturing process.

THE SUCCESS

- Lutron asked CGC for a marketing tool that was sleek, portable, and easy for designers to use. CGC delivered exactly what Lutron envisioned and more.
- Lutron's customers and specifiers loved the fabric binder, both for its design and how it addressed common pain points such as finding the right color swatches quickly.

“When you want the best, you need to go with the best. CGC does that for us. They go above and beyond to ensure our needs are being met and that our customers are more effective.”

—Staci Quirk

PRODUCT MARKETING MANAGER, LUTRON