

# CASE STUDY



## STARK TECH

Stark Tech specializes in intelligent building solutions and is a leader in facility optimization. Based in Buffalo NY. Stark Tech has over 1,500 employees and continues to grow organically and via acquisition.

### CHALLENGES

-Stark Tech had over 10 unique logos with various color schemes and guidelines.

-Stark Tech has a mix of professional office staff, sales, and full-time and part-time contractors that all have different needs:

- Trade Shows
- Sales Calls
- Cold & warm weather construction
- Office Staff
- On site customer support meetings

-Offices are located throughout the country including remote employees

### SOLUTIONS

-ADPRO Sports worked with Stark Tech as they rebranded to a single logo and established brand guidelines with help from the ADPRO creative team.

-All branded merchandise needs flow through Stark Tech's marketing group to ADPRO for consultative sourcing and fulfillment.

-With the assistance of ADPRO, Stark Tech created standards for branded apparel to include:

- Logo size, location & colors
- Approved brands for office staff, warehouse staff, contractors & gifting

-Every quarter a new e-commerce store is launched for all employees to invest in new Stark Tech apparel. Coupon codes are provided to increase participation. ADPRO produces gear and then ships to homes or office locations.

-When an acquisition occurs, a new "pop-up" e-commerce store is set up to welcome the new partners and give them an opportunity to obtain gear.

