



Koala Kare's New Logo Journey: A Cole Graphic Solutions Case Study



Koala Kare Products is the world's most recognized brand of baby changing stations and commercial childcare products. They are a privately held company headquartered in Centennial, CO, and a division of Bobrick Washroom Equipment, Inc.

Companies periodically update their brand imaging to refresh or stay current. It's typically a minor design shift that brings attention to their logo and messaging, without losing hard earned brand recognition. Cole Graphic Solutions has worked through such transitions with many long-term clients.

Our print partner, Koala Kare Products, reached out in 2020 with a logo refresh depicting a softer and more colorful version of their mama and baby koalas. The process embraced by the CGS team is a good example of what sets us apart - applying our experience and expertise on behalf of our clients.

The Quest for Perfection: Trials and Innovations

When art for KKP's new logo was received, it was noted that screen printing this newest version would require application of eight PMS colors, where their former logo only required four, making it significantly more costly. CGS produces durable branding labels for Koala Kare Products in several sizes and formats, so each iteration would suffer a significant price increase with this new art.

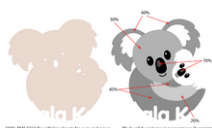
CGS's project manager, Rochelle Wells, and Art Director, Jeff Acoba, considered the project from their client's perspective, discussing production options that might reduce cost while maintaining the integrity of the image. They reached out to Julie at Koala Kare, explained their reasoning, and offered to produce a sample with digital printing as an alternative. Within two days of receipt of the new art, CGS produced and sent a digital prototype for review. Though digital production can be more cost effective, it still has limitations in color management of some PMS colors. Julie and the KKP team weren't happy with the digital sample. The quest for the perfect print was still on.

This challenge sparked further creativity within the CGS team. Jeff, and Production Manager, Gabe Harkness started brainstorming more efficient printing methods. This proactive approach led to valuable interactions with KKP's designer, who had specific inquiries about optimizing the artwork for printing. Noting that several of the colors were tonal variations of the same hue, Jeff created a color study overlaying the base color with different percentages of black halftones providing a sample sheet with a broad array of colors produced with simply two. After a virtual meeting, the Koala Kare team had selected color options for another prototype run returning to the screen-printing method.

The hard work and collaborative spirit paid off when Julie at KKP approved one of the versions. CGS began production the following day, marking a successful end to a journey of innovation and perseverance.

Conclusion: Beyond Printing – A Partnership Forged in Expertise and Trust

This case study is more than a tale of a rebranding exercise. It's a story of how CGS, through its commitment to excellent customer service, innovation, and collaboration, turned a complex challenge into a successful outcome. The eight-color design could now be produced with only four, in any size or format, reducing costs while maintaining beautiful color consistency. This project highlights CGS's role not just as a service provider, but as a true industry partner, capable of turning visions into reality while ensuring efficiency, quality, and satisfaction.



ABOUT COLE GRAPHIC SOLUTIONS

With 90 years of industry expertise, Cole Graphic Solutions delivers innovative, high-quality graphic products. Our reputation for reliability, ethical practices, and skilled execution make us the ideal partner for your imaging needs. We excel in solving complex graphic marking challenges, freeing you to focus on your core priorities. As women-owned, stable, privately held company under the same ownership for 30 years, our extensive industry knowledge, strong supply chain, and skilled team enable us to quickly and consistently meet your unique requirements. Our enduring success stems from our unwavering commitment to industry excellence.

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“When launching our logo refresh in 2020, our print partners at Cole Graphic Solutions advised us that, because our beautiful new logo was designed using eight PMS colors rather than only four in our former logo, the cost of production would be much higher. They immediately asked if they might provide some options to help us avoid that hit. Soon we received a sample of the same image, using durable digital printing, but we didn't feel that communicated as well. After a meeting with their representative and Art Director they proposed a quick color study to see if they might accomplish several related colors using a base hue and toning it with black halftones. The screen-printed sample they provided us was absolutely on the mark, and only required the use of four colors, which was not only a cost savings that we would actualize every year, but would also assure a high quality image with color consistency. We appreciated their care for our bottom line and their innovated problem-solving. Cole Graphic Solutions has provided excellent customer service and quality products for Koala Kare Products for over 13 years.”

Julie W., KKP