

Joie case study

Swatch book services



Customer profile

The baby brand originates from the UK, and creates products to make life with small children less work and more fun.

Joie is committed to producing the highest standards of design, engineering and safety, drawing on decades of industry experience. The brand is devoted to infant products that are aimed at doing what is right for parents, children and the environment.

Challenge

Joie found MCR Services after performing a Google search for "swatch services".

With its new range of pushchair fabrics ready for launch, Joie required swatch packs to be created and then distributed to all Halfords stores across the country.



Solution

Provided with the rolls of fabric from Joie, our experienced team cut fabric swatches based on specific dimensions to create just under 200 swatch packs.

Given our experience with swatch books, Joie asked us to source and supply the metal bead chains, card front covers and colour print.

The swatch packs were boxed and delivered to Joie ready for distribution within the



“ The swatch packs were delivered this morning and look perfect.

Everyone is really pleased, it's exactly what we wanted.

Thank you for a fantastic job done and a fast turnaround.



Ryan Cummings
Trade Marketing Assistant, Joie