



This sustainable solution will save production and shipping costs and be easy to implement at each location.

## KETTERHAGEN CREATIVE FOR LUCAS MILHAUPT

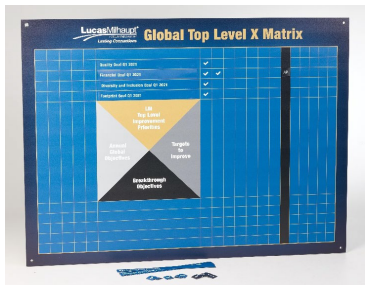
goal tracking signage

### challenge

Lucas Milhaupt is committed to helping each of its employees to elevate and contribute to their overall success. While working to establish global goals, they wanted a visible, hands-on method to track progress at each site. Lucas Milhaupt challenged their creative partner, Ketterhagen Creative, to develop their signage solution, which will inspire their team and adapt to future goals.

### solution

Tom Ketterhagen, CEO of Ketterhagen Creative and Tom's client, Lucas Milhaupt wanted to use magnetic components in order to make the system adaptable for the future. Tom knew that he could rely on our Scan Group production team. Our wide-format manager, John Arena, listened to Tom and sourced the right materials to produce a sturdy, adaptable system.



#### Production Specifications:

- The matrix graphic is printed on a magnet receptive material with matte white PET and PSA on the back side.
- Matrix graphic is laminated to half-inch white/black/black UltraBoard.
- Movable magnetic tracking components are printed on high-energy matte white magnet material and custom-cut.

Ketterhagen Creative designed individual text strips representing specific goals and checkmarks to indicate progress on the matrix board. The Scan Group produced, packed, and shipped kits to each Lucas Milhaupt location. Each kit included the matrix board, strips, checkmarks, and standoff hardware for easy, sturdy mounting.



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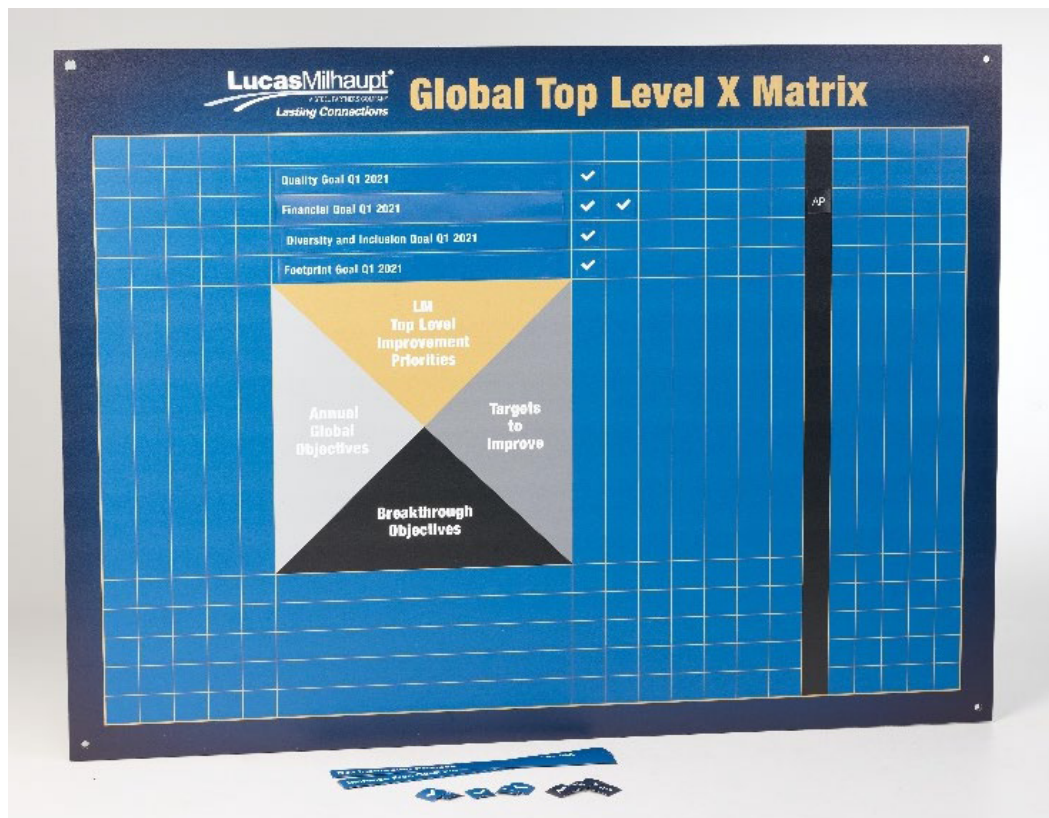
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## result

As Lucas Milhaupt continues to succeed and develop future goals, they can quickly adapt by reprinting new text strips without reproducing an entirely new board. This sustainable solution will save production and shipping costs and be easy to implement at each location.

Each of Lucas Milhaupt's locations is tracking goals in real-time, in full view of all team members. The solution puts Lucas Milhaupt in an excellent position to quickly update global goals and keep their team moving together across all locations. We are proud to produce this innovative system developed by Ketterhagen Creative and Lucas Milhaupt.

**Interested in more information?** Call Kathy Reading at 262-513-2122 or email [reading@scangroup.net](mailto:reading@scangroup.net).



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