

MINNESOTA SOCCER SUCCESS STORY



Overview

Delaware North is a global hospitality and entertainment company based in Buffalo, New York. The company operates in the lodging, sporting, airport, gambling, and entertainment industry space. Delaware North presently employs more than **40,000 people** at high-profile locations in the United States, United Kingdom, Australia, New Zealand, and Singapore.



Challenges

- The Delaware North team at **Allianz Field** was looking for a quick, easy, and affordable solution to **identify and recognize** employees.
- The staff roster includes **guest associates, managers, bartenders, supervisors, and seasonal staff**. They wanted something that could be seamlessly incorporated into their uniforms and overall corporate branding.
- Before ordering name badges through Imprint Plus, the full-time and part-time associates of Delaware North **displayed their names on their uniforms with ID badges** printed through their client, Minnesota United FC.
- Even though the ID badge is a mandatory part of their staff's uniform, it was **cumbersome** and **didn't always fit with the individual's attire**.

Delaware North Needs

- Affordable.
- Reusable Products.
- Quick & Easy Ordering.
- Incorporate badges seamlessly into existing branding and employee uniforms.

Opportunities

- A combination of permanent and reusable products.
- Leverage Imprint Plus' quick turnaround to deliver on time.
- Online ordering to replenish stock.

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Solutions

- Imprint Plus was able to give Delaware North an easy, **cost-effective solution** to efficiently identify its employees.
- The Imprint Plus sales team was thoughtful and forthcoming in suggesting **new and improved solutions** that met the needs of the company. Once that was accomplished, the process of ordering was initiated.
- The Delaware North team was provided with clear information, **easy-to-understand** documentation, and transparency regarding the production timeline, so their team was able to select, order, and get the product **delivered efficiently**.
- From start to finish, the implementation was **simple and straightforward**.



Results

- Supervisors and full-time managers were issued **permanent metal** name tags.
- The seasonal, hourly employees were outfitted with **reusable metal** name tags.
- The team was able to **quickly and easily order** permanent and reusable name tags for their staff with the help of the Imprint Plus sales associate. The Imprint Plus team ensured prompt, **timely delivery** of name badges and tags.
- The Delaware North team was impressed with the ease with which the **Imprint Plus website** could be navigated, and new products could be found.



Conclusion

Delaware North's team was **easily recognizable and identifiable** with **new name badges**. The team felt **energized** representing their company with a **full-color** branded company logo on the name tags, as well as the **durability** and **choice of sizes** available for name badges.