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Bakery Puts Brand, Employees in Spotlight with Engaging Printed Graphics.

3M™ Digital Print Films and Overlaminates Cookie Cart Bakery – St. Paul, Minnesota

► Project Scope

Cookie Cart is a nonprofit bakery founded in Minneapolis in 1988. It provides local youth with the opportunity to build essential employment skills, from financial literacy to character-building. More than 30 years later, it has grown from a small cart rolling up and down the streets to a neighbourhood bakery with two locations: one in Minneapolis and the other in St. Paul. When Cookie Cart opened its second location in St. Paul, it provided an opportunity to renovate the space – from the windows to the sidewalk to the walls, even the company van – into a welcoming environment that is consistent with its brand.

“Before the 3M graphics installation, our place was new and it was shiny ... and very plain. You couldn’t look at the space and understand what our organization was about. The graphics have really done that for us.”

– Matt Halley, executive director



Graphic Products for Every Project

With 3M graphic films and overlaminates you can make nearly any surface a canvas – whether it’s smooth or textured walls; windows or glass; floors or sidewalks; and vehicles of every shape and size.

► Situation

Cookie Cart's signature orange, blue and yellow colour scheme can be seen on its stationery, employee uniforms, website and flagship store in Minneapolis; however, the Cookie Cart look-and-feel was not present at the St. Paul location when it first opened. To make the brand connection to its other properties and to draw in new customers, Cookie Cart chose to leverage graphics at every touchpoint to promote its St. Paul site.

► 3M Solution

3M's portfolio of graphics solutions enabled Cookie Cart to engage its customers through creative branding, wayfinding and short-term promotions, resulting in a complete transformation of its space.

- **Front windows:** Images featuring Cookie Cart staff were printed on clear 3M™ Controltac™ Print Film 40C-114R with 3M™ Scotchcal™ Gloss Overlamine 8508.
- **Sidewalk:** Exterior graphics require additional considerations to stand up to increased foot traffic, weather elements and slip requirements. 3M™ Scotchcal™ Graphic Film 3662 paired with 3M™ Scotchcal™ Matte Overlamine 3647 gave Cookie Cart the freedom to extend its brand outside and draw potential customers inside.



- **Walls:** As customers enter the store, wall graphics printed on 3M™ Controltac™ Print Film 40C-10R and 3M™ Envision™ Matte Overlamine 8050M provide an inviting atmosphere.
- **Interior floor:** Just inside the front door, a large graphic – featuring Cookie Cart's colourful brand – was installed. It was printed on 3M™ Controltac™ Print Film 40C-10R with 3M™ Scotchcal™ Luster Overlamine 8509. This overlamine provides slip resistance and enables the graphic to be scrubbable and waxable. Another 3M™ Controltac™ Print Film 40C/3M™ Scotchcal™ Luster Overlamine 3645 floor graphic was installed right in front of the counter and featured a promotion of one of the bakery's seasonal favourites – its coconut toffee cookie.
- **Van:** The bakery's van is wrapped with 3M™ Scotchlite™ Print Wrap

Film 780mC-10R, a reflective film that not only turns the van into a moving billboard visible day or night, but provides safety benefits for its passengers.



► Results

Reactions from customers and employees were immediate, with many of the employees who are featured on the graphics discovering the installation in real time. "I was at school and somebody was like 'Keyzia, Kezyia! Did you know you're on the face of Cookie Cart?'" explained Kezyia Ross, bakery assistant, Cookie Cart. "I just feel special." The representation of youth employees within, and outside, the store has led to a sense of pride and encouraged them to spread the word about Cookie Cart.

Cookie Cart was able to successfully promote and grow its business on every surface using 3M Graphic Films and Overlaminates. From promoting products to spotlighting employees to drawing in new customers, graphics are a versatile tool with endless design possibilities that business owners can add to their marketing mix.

Case Study Summary

Challenge: Transforming an old building (and company van) head-to-toe with graphics while maintaining brand consistency with its other location.

Product Selection: 3M premium and intermediate graphic films and overlaminates for windows/glass, walls, floors/sidewalks and vehicles.

Benefits: Maintains brand consistency across multiple locations, increases employee engagement and promotes the business at every touch point with vehicle, wayfinding and short-term product promotion graphics.



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