



Sourcing and Distribution of 71 Million Wristbands Worldwide Raises Cancer Awareness

Client

Nike LIVESTRONG Foundation

Market

Non-Profit

Solution

Branded Merchandise Sourcing, Warehousing, Kitting and Distribution

Benefits

- Increased cause awareness
- Cost savings through efficient sourcing
- Improved design to delivery process

Situation

Since 1997, the Nike LIVESTRONG Foundation has been working to raise awareness and improve the lives of people affected by all types of cancer. Beginning as a small group trying to raise money to fight the disease, the Foundation has grown into a world leader in providing solutions that assist those suffering from this terrible disease.

Even with all their success, the team faced the following challenges:

- How to raise cause awareness and recognition quickly, easily and efficiently.
- Finding a sourcing supplier that could minimize costs, manage fulfillment and distribution, and meet extremely tight deadlines.

Solution

WorkflowOne successfully met the challenges and requests of the Nike LIVESTRONG Foundation by:

- Identifying the yellow silicon wristband as a branding item that would fit its customers' needs.
- Providing the sourcing, warehousing, kitting and distribution for all Nike LIVESTRONG wristbands.
- Developing the cost-effective point-of-purchase materials needed to present the product in all Nike retail stores.
- Identifying a customer service team to fulfill requests and provide quick response and resolution to all retailer locations.
- Providing complete program management with constant reorders and restocks to meet increasing demand.



With over 71 million wristbands sold worldwide, the LIVESTRONG Foundation created the “buzz” they were looking for. They brought awareness to the struggles cancer patients face on a daily basis and increased donations for continued research.

Benefits

Nearly everyone has either worn or seen someone wearing the Nike LIVESTRONG yellow wristband. This popular item was named the *Branded Merchandise Product of the Year* in 2004 and, more importantly, has raised millions of dollars in the fight against cancer.

- Over 71 million wristbands have been sold globally, exceeding all sales expectations.
- Over \$200,000 was saved through WorkflowOne’s creative point-of-purchase packaging solutions.
- Excellent program execution helped the Foundation meet its extremely tight deadlines and provide faster turnaround times to retailers

Contact Us Today

To learn more about how WorkflowOne can generate results for your organization, contact your local representative or visit our website: workflowone.com

WorkflowOne
220 East Monument Avenue
Dayton, OH 45402-1223
877-735-4966