

## CASE STUDY

### Blue Bird Goes Green, Muir Goes Lean



#### Snapshot:

**Client** – Blue Bird Corporation

**Website** – [www.blue-bird.com](http://www.blue-bird.com)

**Industry** – Bus Manufacturing

**Challenge** – Needed cost effective decals to showcase new products and features on bus exteriors

**Solution** – Decal kits consisting of 8 magnetic and 1 static cling markings for faster, simpler and cost effective application were recommended.

**Results** – Produced them for 30% under budget



#### Client Overview:

Blue Bird Corporation has been designing and manufacturing school buses for more than 80 years and has an extensive network of dealers and service-part facilities across North America. In May 2010, Blue Bird launched a Demo Bus Campaign where more than 100 buses with Selective Catalytic Reduction (SCR) technology were sent out to Authorized Dealers across North America for demonstrations including Dealer Open Houses, Ride and Drive events and private bus viewings. The buses equipped with the SCR system have new features such as improved fuel efficiency, simplicity and clean emissions.

#### Challenge:

Blue Bird needed a cost-effective marking solution for the specialty graphics that would be placed along the exterior of the buses to highlight their new features and benefits. The graphics, consisting of nine markings of various designs and sizes, would also need to be shipped to Authorized Dealers for application.

#### Solution:

Muir Omni Graphics gathered the details of the campaign and performed a **Needs Analysis** to determine the best solution for the specialty graphics and project timeline. Blue Bird had requested static cling decal prototypes for testing but because the majority of their markings needed to be applied to the exterior of steel buses magnetic decals were recommended for ease of application. Decals that adhere to surfaces using static cling are difficult to handle because of their delicate, thin nature and a squeegee is necessary in application to remove air bubbles. By contrast, magnetic decals allow for easier application, requiring dealers to simply place the markings on the side of the bus thereby eliminating additional application steps and allowing for simple removal, and re-use.

After Blue Bird completed their application tests, they decided to order the recommended magnetic material for 8 out of the 9 markings. The 9th marking was produced on static cling material because it needed to be placed on a rear-view mirror, where magnetic material would not hold.

Also, as a part of the **Total Program Management** process, Muir and Blue Bird assessed that for more efficient inventory management and faster application the markings should be shipped as kits. Each decal kit included all 9 markings necessary for each bus. Muir produced and shipped 140 kits to thirty-five dealer locations and as part of **Muir's Green Assurance Initiative**, converted waste to by-products safe for donation to a local elementary school's art classes.

#### Results:

Muir Omni Graphics and Blue Bird worked together to lower transaction costs, saving the company approximately \$4,200. Each dealer received the quantity of kits they needed to mark their buses effortlessly and each kit included exactly what they needed for each bus. And the schoolchildren who received the kitted decals' scraped colored magnetic shapes, for their art projects, were also thrilled.

#### About Muir Omni Graphics:

For more than forty years, Muir has been providing some of the world's leading manufacturers, utility companies and service organizations with turn-key decal production and management solutions, including OEM Markings and Decals, Fleet and Corporate Vehicle Markings, Corporate Identity, Control Panels and Fascias, Warning Labels and Signage, and Specialty Graphics. For more information, visit [www.muirgraphics.com](http://www.muirgraphics.com).

