

# CUSTOM EXPLORER

## CASE STUDY



**INDUSTRY:** Airline

**END USER:** VIP guests

**OBJECTIVE:** The client wanted an item that they could present to their VIP invitees who visited their hospitality suite on the 18th hole of the FBR Open in Phoenix.

**ITEM:** Custom Explorer: This product is based on our popular Explorer blanket: A water-resistant, PVC-coated picnic blanket reversed with 100% polyester fleece. Our blankets can be made with a custom design by screen printing the fleece with up to 10 color possibilities that allow for extra detail where required. The dyes are all fully cured and sublimated, thus guaranteeing a fabric that will maintain its soft hand and a print that will not deteriorate with subsequent washings.

**RESULT:** The client wanted to present VIP guests with something a little bit different, something unique that was also useful and represented their brand. Kanata created this custom Explorer blanket using just a photograph provided by US Airways.

**RESPONSE:** The client was thrilled with the quality of the product and commented on how fantastic the custom printed fleece looked, surprised by what we were able to create using only a photograph. Those that received the gift were pleased to receive something that they could take home and use and at how practical the product is: the handy carry strap means that you can transport the blanket with ease, strap on to luggage and it is even machine washable.