

PROforma® Success Stories



Combination of Offerings

Promotional Products and Direct Mail go Hand-in-Hand

Brad Hafen, Owner of Proforma GPS in Las Vegas, NV, is no stranger to unique projects. In a city where anything goes, he's learned that any promotion also goes. Take, for instance, a project that combined an artist, a professional fighter, a promotional product and direct mail - a project with a time span of just three weeks.

A Las Vegas casino came to Proforma GPS with a special request. They had commissioned artist Leroy Neiman to create a special poster promoting an Oscar De La Hoya fight they were hosting. Included with the mailed poster would be a special invitation for select customers and top players to attend the event. The casino wanted Proforma GPS to produce this unique artwork on canvas.

What's more, the vision that the casino had for the poster was a bit out of the ordinary. They wanted it to look like a piece of art cut from a picture in a museum; therefore, each canvas needed to have rough edges. They also wanted each poster to have a 3-D effect.

In order to meet the unique demands of this project, Proforma GPS came up with a unique silkscreen technique that would build each color on top of the other creating the 3-D effect. They were able to source, print and package 17,000 pieces of canvas to complete the project in less than three weeks.

Brad Hafen

Owner of Proforma GPS

Las Vegas, NV



In the end, Brad is pleased to report that the casino was thrilled with the product. The fight and promotion were a huge success and Brad has a treasured memento - a poster of his own.



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