TAYLOR

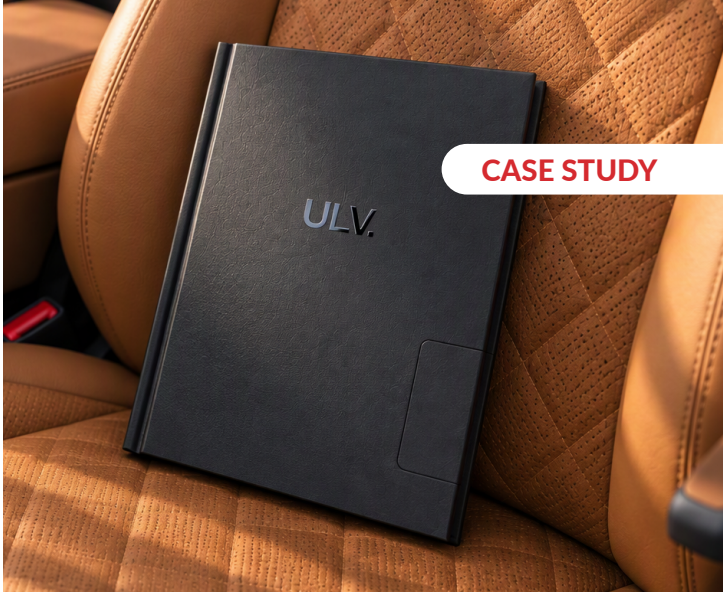
CASE STUDY

ULV Luxury Vehicles

Premium print for a premium product

ULV wanted the launch of its low-speed electric luxury vehicle to reflect the quality of the product. Taylor enhanced the buyer experience with two high-touch print pieces that created an emotional connection to the brand.

An immersive four-page brochure featured gloss lamination, built-in color choice chips and QR code ordering. The 116-page hardcover owner's manual incorporated matte lamination and raised spot UV embellishments. When legal reviews compressed the eight-week schedule to just three weeks, the Taylor team accelerated delivery without sacrificing the luxurious brand experience.









CUSTOM FINISHING & EMBELLISHMENTS | HARDCOVER BINDERY

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