



CIRCLEGRAPHICS

Panera

Agency/Customer: Chris Cartwright

Brand/Advertiser: Panera

Products: Various size window perfs

Location: Panera Stores in Longmont and Loveland, CO;
Soon to come in Ft. Collins and Boulder, CO

Campaign Run: October 2010

What the Customer Had to Say:

“Understanding that the idea of having windows and a view into the preparation kitchen was to allow customers to see the preparation and cleanliness of the service area, window perf seemed like the perfect solution, allowing an unobstructed view for the customer, but sending a visual message about Panera Catering, staple and new products without distracting from the overall atmosphere.

“Circle Graphics provided the product quickly; it was easily installed and now provides a new layer of information and ambiance to our Bakery-Cafes. We look forward to expanding the use of window perf throughout Colorado.”

