



Eyebobs is able to design and kickstart their brand across multiple locations while creating a plan to manage their upcoming locations.

The Client

Eyebobs is a high-end designer of eyewear is now opening their eyes to the world of retail. Starting in 2001, Julie Allinson set out “to create a line of distinctive, high-quality eyewear for people like her, the irreverent and slightly jaded”. Eyebobs started designing and selling their products in boutiques. Now moving into the retail industry, they have expanded their products to include blue light frames, all day readers and polarized sunglasses. During 2018 they opened stores located in Minnesota, Mall of America and Orlando and are on track to open 3 new locations in the first half of 2019 and more by the end of the year.

The Challenge

Since Eyebobs had only previously sold in boutiques, the problem they faced now was creating an image and brand to stand completely on their own as they opened their own stores and everything that came with it. Eyebobs sought to design their stores like they design their frames: bold and different. Guided by the phrase to “let everyone else look like everyone else”, Eyebobs knew they needed to be able to work with a printer that could catch their vision and transform the space.

Knowing that they’d quickly be opening locations across the country, Eyebobs sought to find a printer that would be able to not only supply everything they needed but be able to distribute where and when they needed it.

Eyebobs sought for a partner that had the capacities to grow and expand with them.



The Solution

Due to the prior experiences of those on the creative team at Eyebobs with Thomas Printworks, they decided to explore our capabilities and distribution options and decided Thomas Printworks was the right fit for them. Thomas Printworks helped to fulfill their vision by:

- Offering solutions that would be “scalable” and could be recreated for each location as they continued to grow. One important aspect of this was selecting materials that any installers would be familiar with.
- Starting with one store to create a “proto type”. While working along-side their creative team it took a couple tries on different items to ensure that the job was done right.
- Having the capabilities to cater to them as they grow. With the many locations nationwide, Thomas Printworks has stores and partners close in location to everywhere they were going. Kari Whetsel, Marketing Project Manager for Eyebobs, said that a big selling point was the ability of Thomas to “service and support us as we grew, as well as a system where we could kit and distribute for multiple stores”. Through our marketing branch, we can set up branded websites where franchise owners can all simply customize and order corporate approved products, all serviced by one printer.

The Results

When entering an Eyebobs location you’ll be able to see that the store screams personality just as much as their products do. “Our stores really speak to our brand thanks to Thomas Printworks”, says Kari Whetsel. Thomas Printworks is excited to continue to be “part of the recipe for success” and expand the capabilities of Visualogistix in order to continue to grow with Eyebobs and the vision they have.

“We feel like we have a partner verses a vendor as far as achieving the solution is concerned, which is huge for us. [Thomas Printworks] doesn’t have the vendor mentality of ‘sell it and leave it.’”

– Kari Whetsel, Marketing Project Manager

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