



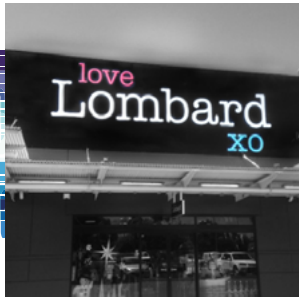
Case Study

LOMBARD

Design Service

How Alpha Lewis Signs helped LOMBARD The Paper People to rebrand

LOMBARD The Paper People is the go to store in Melbourne for party supplies. Established in 1969, LOMBARD The Party People revolutionised the paper industry by pioneering new methods that have now become standard industry best practice.



With a brand over 40 years old, LOMBARD decided it was time to refresh and relaunch. In 2014, Alpha Lewis Signs partnered with LOMBARD to introduce the new retail brand Love Lombard XO across the LOMBARD retail network in Melbourne.

The new Love Lombard XO signage is a huge success.





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