Leading equipment manufacturer chooses CorelDRAW® Graphics Suite to customize their products

Overview

Name: John Merucci  
Company: Vaughn Hockey  
Location: Ontario, Canada  
Industry: Sports Equipment Manufacturer  
Product: CorelDRAW® Graphics Suite

“We understand that we’re set apart from other manufacturers because of the overall appearance of our equipment, not just the guts of what they’re made of,” comments Merucci. “Each of our products needs to have its own identity, its own feel and its own structure. You can’t keep putting the same thing out year after year, or you won’t last long.”

To ensure that their products are unique, Merucci uses CorelDRAW Graphics Suite to turn a goalie pad into a customized work of art. In addition to its yearly seasonal collections, Vaughn Hockey also offers a retail line of products that enables customers to submit their own custom designs for their equipment. Upon receiving images and designs from the customer, Merucci and his team use CorelDRAW to bring their designs to life in record time.

“Some of our customers are very creative in what they send us, with designs that are very intricate,” Merucci states. “Once we get the design, CorelDRAW makes the process of customizing the hockey pad easy.”

The Personalization Process

The process of making unique equipment designs starts in CorelDRAW – whether the image was created in the software by Merruci and his team or sent in by a customer.

“CorelDRAW gets the process started. For example, when customers send us their designs, we’re able to accept almost any
file format. With CorelDRAW, I'm able to open them and start working immediately,” says Merucci.

Merucci says for his work, Corel® PowerTRACE™ is one of the most valuable new additions to CorelDRAW Graphics Suite. With Corel PowerTRACE, his team is able to recreate a customer's graphic twice as fast as before, lifting the burden of having to hand draw each image. “If the customer sends us a rough sketch, I can use the software to simply trace or re-draw the design, getting it ready for the next step in the process.”

Once the graphics are finalized in CorelDRAW, Merucci outputs to a laser cutter, creating a cardboard template. The template is used to easily create the patterns and cut the material of the design. Then, the team stitches the design onto the pad.

When working on large scale custom projects like team pants, CorelDRAW makes it easy for Vaughn Hockey to turn out top notch products with unique designs in large quantities. “We do a lot of team pants, somewhere between five and six thousands pair a year. To give them a great look, we embroider everything,” says Merucci. “CorelDRAW lets us import any image and quickly make intricate templates out of the design. We can then cut the material with precision and send it to be sewn.”

Merucci says one big advantage CorelDRAW provides is the power to quickly create various samples and different looks before the final image is complete. “CorelDRAW lets us do quick samples so we can see which design and layout will work best. We couldn’t do our job without it.”

CorelDRAW – Vaughn Hockey’s MVP

In an industry where success depends on delivering a customized and unique product fast, you have to get the design right the first time. CorelDRAW Graphics Suite is the versatile tool that enables Vaughn Hockey to put designs on pads and pants that otherwise would be virtually impossible to accomplish under such tight time lines. For Merucci and his team, the suite’s speed, ease of use and flexibility score big points. “I’ve tried a lot of different programs, but I’ve never felt as comfortable with any other software,” Merucci says.

Since standardizing on CorelDRAW Graphics Suite, Vaughn Hockey rarely goes a day without using the application. Whether they are creating their own advertising or stunning equipment designs, CorelDRAW is an integral part of the business.

To learn more about CorelDRAW Graphics Suite, visit www.corel.com/coreldraw.