



EMERSON COLLEGE, BOSTON, MASSACHUSETTS

CHALLENGE

For Emerson College, being a Division III school often means modest—albeit enthusiastic—crowds at home athletic events. But the passion and commitment of the 200 student-athletes at the Boston school is on par with any large university.

Raising money for the sport programs, however, is a bigger challenge for Stanford Nance, senior associate director of athletics for external affairs. One way he builds school pride and draws support for the program is by branding every available surface of the college's athletic facilities with the purple and yellow Emerson Lions' colors and logos.

Nance had long wished to display the Emerson Lions logo on hand sanitizer dispensers to further promote the brand. But he wanted something with a classier look and needed dispensers that were more reliable.



SOLUTION

During a visit to the NCAA convention, Nance stopped in his tracks when he came across Vaask's hand sanitizing fixtures.

"I knew they would be a slam dunk for showcasing the Emerson Lions brand," he said.

It wasn't long before Nance had set up two customized Pedestal units in the athletic building. He strategically placed them in areas with high visibility and where they would get a lot of use.

So far his plan to attract attention is working.

"With the yellow and purple on a black background, the units are really eye-catching. Whenever anyone comes across them, they immediately say, 'Wow, those are pretty cool,'" Nance said.

The LED lights on the faceplate also draw people in. "They're a game changer," Nance said.

The superior functionality of the fixtures also aligns with the image of the athletic program. Users can count on Vaask to come through every time they need it.

With no batteries to replace, and the large, refillable sanitizer tank, maintenance has been a breeze.

Nance enjoys knowing Vaask will be around for generations of students.

"Vaask has made something that you don't have to keep replacing," he said. "They are so sturdy, they're going to last forever."

Overall, he said he'd give the sanitizer an A+ for being exactly what a business like MAC Speed & Strength needs.