



UNIEK “RENEWAL” NEW PRODUCT INTRODUCTION

We needed to help our client, Uniek, introduce a new earth-friendly frame to framers throughout America. The product is made from recycled material manufactured in the USA. We created the brand name, “Renewal” and designed the logo. We then engineered a unique package that doubles as a self-mailer to reduce shipping costs and had our graphic designers go to town. The enclosed brochure is printed on to a flower-seeded paper with earth-friendly soy inks. Included in the kit was a product sample of the recycled frame and contact information. This proved to be a very successful launch to a great frame line.

So, next time you're looking for a unique promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.

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