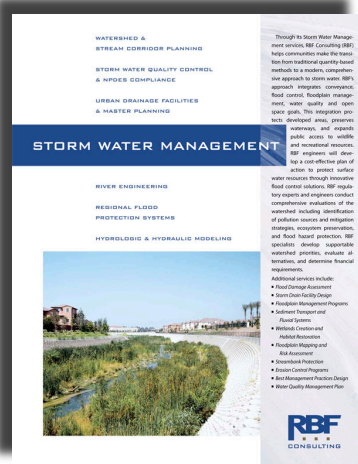
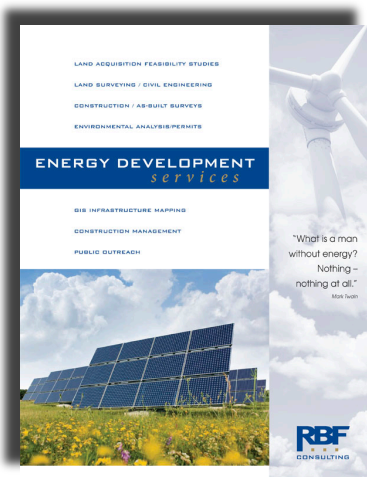


RBF Consulting Collateral Design



Challenge:

In the past, the firm had a large 12-page marketing brochure. When a single item or service needed to be updated or changed, the entire brochure had to be reprinted. The challenge was to create a more cost effective way to promote a wide variety of services.

Solution:

A series of single page double-sided handouts were designed to accommodate a wide variety of services offered by the firm.

- Each handout had standard design elements to remain consistent from piece to piece.
- A custom die cut folder was created to hold any combination of handouts.
- The individual handouts can be updated and reprinted at any time for a fraction of the cost of the original brochure.

Result:

The sales managers were thrilled with this option. They were able to customize packages with different handouts based on the needs of the client. They liked the “mix and match” option and clients and potential clients got a better feel for the services being offered as each piece was able to offer more facts and data than the previous single brochure.

These products *saved the company money* in the long run when updates needed to be made. An *additional cost savings* had when 4 or more handouts were printed together.