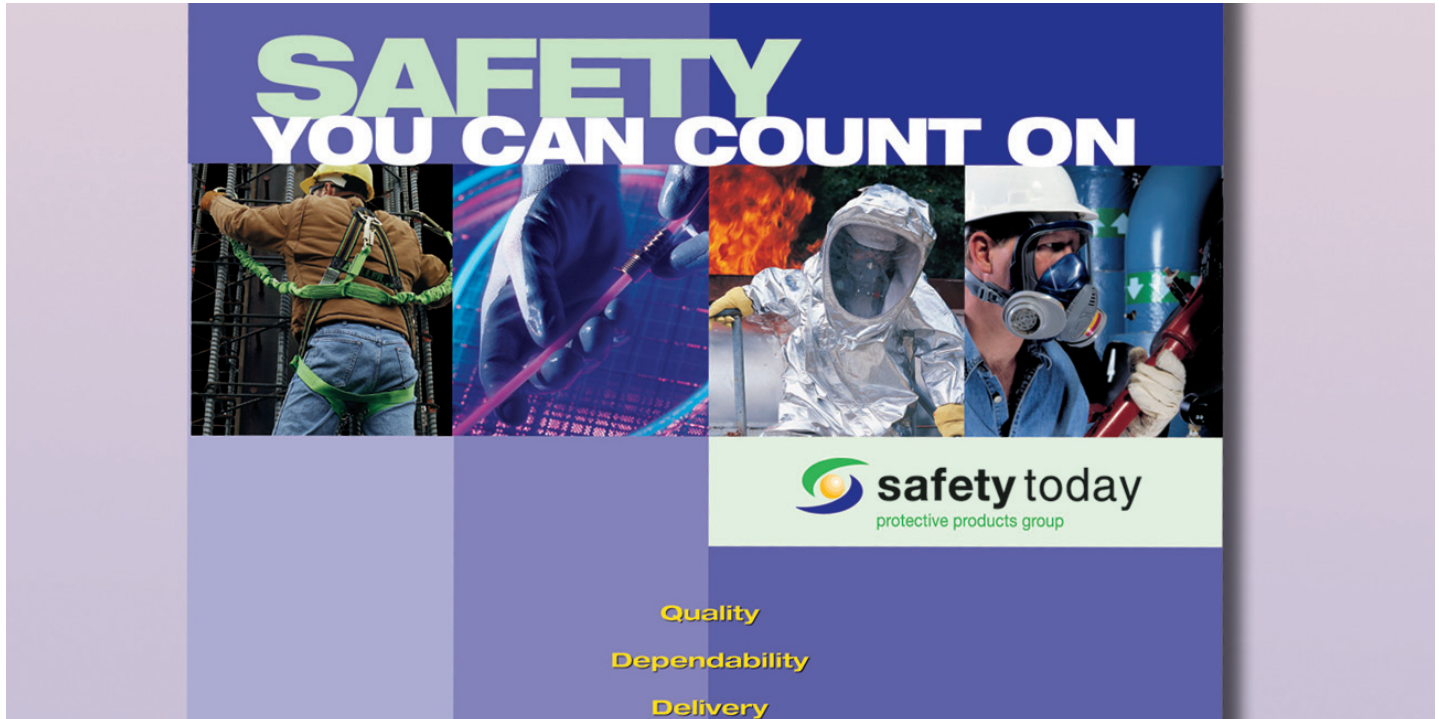


CASE STUDY

SAFETY TODAY

Full Line Catalog



Client Situation:

To provide a full-line catalog that covers major product lines.

Tactics:

Obtain funding and support from vendors to produce a 160-page catalog at virtually “no cost” to Safety Today. Worked closely with client and client’s vendors to obtain copy and art as well as advertising. The catalog was produced within one year at minimum cost to client.

Results:

Printed and distributed catalog “Safety You Can Count On” in less than ten months. Within three months, the catalog produced sales and penetrated new markets that were non-reachable before.

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