

MARTIN THOMAS, INC.

Case History #2

Hello, Give us an Image; and Goodbye - Call Me When It's Completed

Client: Intumex Fire Protection Materials

Problem: New U.S. head of Austrian firm calls (found us on our Web Site), comes in and says, "Hi, I am opening the U.S. arm of new European firm. I need a logo, business cards, stationery, literature, presence in the industry magazines, news releases for editors, and oh yes, a trade show booth with full graphics for a West Coast show I've committed to exhibiting. I NEED EVERYTHING DONE IN TWO WEEKS! And oh," he continues, "I'll be travelling until the day before the show, so have everything ready for me at the show city when I arrive there."



Solution: Piece of cake, right? Hardly! Needless to say (so we almost didn't say it), we burned a little midnight oil, and despite UPS losing our materials



in San Francisco for 24 hours (which we had sent 48 hours early, "just in case"), all went smoothly. The final package included a logo designed from the parent company's signage, editor fact sheets, a couple of news releases, a new piece of literature, a rented booth and full graphics, plus business cards and stationery.

Results: The new company introduction went without a hitch; the show was a success and the company came across as an old pro. Press clips coming in nicely and the company got plenty of new business leads. Again, all the work done in two weeks. The client said, "Thanks for an 11th hour job that looked like one that was well thought out and executed." Thanks for the trust, Intumex.