

Case Study

Think Safety – Food Safety Specialists

Brief: To create a product that would present businesses services, training programmes and products all in one place.

The challenge: To create a professionally designed quality product that would be kept. A tool to approach, leave or mail out to potential clients and a way to cross sell services and products.

The client had never produced any marketing previously and had not needed to establish a stronger image. They only had a logo and website with no real identity. This meant that we not only had to collate the businesses information and products, establish the flow and the number of pages required, but had no previous material or company image to work with.



The solution: We worked closely with the client to collate all the information. We agreed it would work best as an A5 brochure with a gloss laminated cover and using a silk paper on the inner pages. We introduced stock photography to make the product more attractive to read and to break up the largesections of copy so the sections for services, training and products were easy to distinguish.

We also tweaked the logo slightly to bring it up-to-date.

The client was given options for page layouts, covers and the contents page, which were then developed into a suitable template for displaying the training programmes and products catalogue sections of the brochure.

Outcome: A well designed, readable 36 page company/product brochure.



"It was important for me to find an agency who could interpret what I wanted to achieve into a professional working document. Reflect design for Print brought the creative and technical aspects together to create a brochure that really delivers. Their practical 'can do' approach meant any potential problems were overcome with ease. They communicated their ideas for the brochure well which gave me confidence in the end result. I highly recommend Reflect's quality of work and superior level of service. I look forward to the next project we work on". Kevin Mills MCIEH Thinking Food Safety