

Mission Accomplished: A "Golden" Opportunity

Management Graphics Inc (mgi) - specialty presentation binder project

About MGI: Management Graphics is one of the GTA's leading graphic design and short run print shops. With an impressive array of design, prepress and inkjet equipment, they specialize in both design and execution of print and graphics, display materials, trade show booths, signage and showroom environments. They also offer a complete turnkey service from design to large format printing, accompanying fixtures and on-site setup.



The need: A large Canadian Caterpillar dealership was submitting a bid on earth moving equipment for an Ontario gold mine project. With millions of revenue dollars at stake, George Klein, owner of MGI was asked to develop the best presentation materials possible, to 'dress up' the overall package.

The bid package involved hundreds of pages of documentation and needed to be organized in an attractive, user friendly format that complimented the high performance nature of the expensive equipment on offer.

George had a clear focus of how he wanted the final product to appear. He worked with the designers at **ebimage** products to create an attractive presentation piece that would 'wow' the end user.

The Solution: Elegant trifold portfolio binder in dull leatherette fabric with gold filled deboss branding and icons; soft-touch padded covers with gold toned rings and corner hardware; a set of gold index tabs to complete the 'golden' successful look.

George's comments: "My client called on us to develop a 'winning' design for this most important bid. Everyone's credibility was at stake and the time lines were extremely short. Not only did the packaging have to look great, it had to be designed and produced within 10 working days without fail. **ebimage** really came through in the crunch! My client was pleased with the results and even more so when they were chosen as the successful bidder! Thank you **ebimage** and the capable people who made the effort to get this done on spec., on time and on budget".