



## An American Industry Feature

### Working Together: Milmmour and Triangle Streamline Process of Creating Sales Materials

In manufacturing, efficiency is everything. Even when it comes to producing sales materials, finding a way to create a high-quality product quickly and on-budget is crucial. So it is no surprise that when Frank Strauss of Milmmour needed to create a series of self-promotional pieces highlighting some of their popular products, streamlining the printing process was a top priority. Based in Chicago, IL, they turned to Triangle Printers in nearby Skokie to manage their projects from start to finish. To create Milmmour's promotional pieces, Triangle Printers developed sales copy, photographed product samples, designed eye-catching layouts and printed the finished pieces. Triangle's design team, including designer Monica Grier, photographer Kenji Kerins, writer Tim Green and account representative Bill Valenta, met with the client to develop a strategy for the project. Milmmour custom designs and manufactures plastic premium incentives in consumer packaging—like the cool prizes you find in cereal boxes or a special measuring cup that comes free with a box of rice. Their promotional pieces were conceived to share case studies, focusing on interesting success stories a variety of clients experienced with their products.

Working on a tight timeline, the group quickly began developing design direction. "We wanted to create a clean, concise, consistent look that would be easy to read," explains Grier. Typically, Triangle would create several different design concepts and present all of them to the client. But to meet Milmmour's timeline and objectives, they took a different approach. After the client left, the design team began brainstorming immediately to develop a specific design concept. The six new sales sheets were each designed to

introduce a new case study. A banner with Milmmour's distinctive colors and attention-grabbing headline set the stage for the case study. Then, each client's success story was told using four, consistent sections including: Objective, Challenge, Solution and Success. Clean, bright photos of Milmmour's products would dominate the bottom half of each piece and the client logo and contact information would be placed prominently in the same location on each sheet. Once the concept was approved, the photography, copywriting and layout could all proceed at the same time with each member of the design team having a clear visual picture of the final product. This helped to maximize efficiency and ensure that all pieces of the project worked together.

Triangle's Director of Photography, Kenji Kerins, who has 20 years of experience in the profession, worked closely with Grier and Green to visually capture the essence of the design and copywriting. Photos were shot digitally to save the expense of film and processing and enable tighter turnaround. Kerins was an early adopter of digital technology, and today he shoots 85% of his work using the technology. "The time consuming part of shooting professional photographs is pre-visualizing the end product, building a setting for the photograph, lighting the scene and testing," says Kerins. "Once that is done, using digital photography allows me to create more variations on the photo, using a variety of camera angles and small changes. I can give the designer and the client several great options without increasing the expense. With traditional photography, the client and designer have to attend the photo shoot, and make those decisions on the spot." Once initial photographs were taken, a more detailed proof of one sheet using the fonts, color and photo was produced for approval.

To craft copy matching the clean, clear style of the design, Green took a "less is more" attitude. "The challenge was to describe complex items in the most concise possible way," he explains. "Streamlined copy is easier

to read and the key points don't get lost, so we took care to eliminate every unnecessary word." Draft copy was then introduced and proofs of all pieces went back to Milmmour for final approval. Team leader Bill Valenta communicated regularly with Strauss over the two week project period to ensure that there were no surprises. "The prices were competitive, the service was outstanding and they are right in my backyard," Strauss explains. "Triangle Printers offered extraordinary attention to every detail and they delivered my project on time and on budget."

Founded in 1955 by Harvey Saltzman, Triangle Printers Inc., is a full-service printer at the forefront of printing innovation, developing new techniques to provide clients with maximum quality at an affordable price. Using today's latest sheet-fed technology and environmentally safe soybean oil-based inks, Triangle Printers designs and prints a wide range of jobs, from postcards to annual reports, at its 50,000-square-foot facility in Skokie, IL. Clients can choose custom printing for high-profile, full-color presentations. It also offers customers a value printing option, which produces high quality materials—including catalogs, postcards, brochures, rack literature and posters—at about half the cost of custom printing. "The business environment seems to get more hectic all the time, so offering comprehensive service that our customers know that they can depend on really makes a difference," Saltzman says.

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