



Build a brand to expand sales of unique wood products



▲ Portfolio-style sales folder with business card, product brochure system and corporate ad

Business

Forest products manufacturer

Audience

Lumber wholesalers and distributors, retail lumberyards, architects and contractors, home owners

Challenge

Broaden interest in FGL products among targeted audiences; strengthen market share within traditional customer base. Emphasize the beauty and quality of Tru-Dry® timbers and Accuruff® textures to continue sales growth and reach new markets

Strategy

Establish brand elements around new identity; create an integrated system of advertising, retail and trade displays and sales literature to communicate exceptional quality and personal commitment to service



Results

Increased inquiries for Tru-Dry and Accuruff and expanded interest for FGL among industry and trade audiences



Tru-Dry®

Accuruff®

▲ FGL primary signature and product logotypes

creative company | marketing brains + creative soul