

CONSUMER GOODS

Project Description Catalogue

Challenge

Client approached Lowe-Martin with a challenge to re-design and produce the new 2017 catalogue. Previous catalogue contained 1366 page single book which was extremely costly to update when introducing or discontinuing product.

Benefits & Solutions

Our approach was very simple; After reviewing the project, we proposed producing 15 individual booklets (both in English and French) as opposed to producing a large catalogue with 15 tab sections. Although the initial cost to produce the 30 separate booklets (15 English and 15 French) would be a higher, the client would not have to reprint the entire catalogue in its entirety every year. This solution enables our client to update the individual booklets and reprint them as required. This would allow them to bring their products to market quicker and lower the cost of reprinting the entire catalogue every year.

Production Specifications

Quantity: 450 sets of 15 books - 290 eng and 160 french

