

Situation

For more than a century, the A.T. Wall Companies (A.T. Wall, Judson A Smith and Parmatech) have been world-class suppliers of precision tubing and fabricated metal components. The A.T. Wall Company, with its seamless tubing and high-speed stamping capabilities, needed to create a more exciting presence in the marketplace. HCC/Hudson was charged with the task.



Client

A.T. Wall Co.
Warwick, RI

Project

Corporate Communications Package

Elements

Corporate Identity
Sales Literature
Trade Show Support
 Booth Design
 Booth Graphics
 Booth Traffic Enhancement
Advertising

Approach

A.T. Wall's tag line is "Where Imagination and Design Take Shape". The Company's products are found in numerous high-tech defense, telecommunications, automotive, aerospace, medical and other applications. HCC/Hudson created a colorful futuristic "space" design at the center of which was a dramatic product photo (general for corporate capabilities and specific for individual product data sheets). Further, a series of smaller circles allowed for inclusion of appropriate end-use photos. This graphics approach was integrated into the design of a new trade show booth, ongoing advertising, new product literature and other sales promotion materials.

Result

A.T. Wall Company's new look and style has graphically reinforced its reputation for effective and imaginative design solutions. As one sales representative commented: "This stuff really stands out. It's just what I've needed"

Call on HCC/Hudson for your next project!

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