



Printed Communications: Pindar plc

Pindar plc is a leading supplier of directories, retail and mail order catalogues.

Challenge:

We initially started working with Pindar plc, a multi-channel publishing organisation, over eight years ago designing a suite of corporate literature. Since then we have been tasked with creating a range of Direct Marketing solutions and B2B publications, including the flagship magazine PureB2B, along with annual and interim reports and accounts.

Solution:

We took our inspiration for the design of PureB2B from images depicting high quality, contemporary life-style. Crisp clean colours coupled with a simple and elegant layout were employed to encourage readers to dip in and out of the brochure with ease. The magazine format also allowed many different subjects to be brought together in a cohesive, stylish and professional way.

Our work:



Client benefits:

- A new style of consumer-styled promotional material that combined the strength of business messages with stylish and creative design
- A partnership working arrangement with Pindar's in-house print and production team to make the best use of available resources

Testimonial:

"Forepoint provided superb creative input into our showcase publication 'PureB2B'. They combined creative excellence with a real appreciation of our business messages, resulting in a first-class publication."

Pindar plc

Contact us:

For more information about our printed communications work and other areas of expertise, don't hesitate to get in touch:

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