

## American Water Cleans Up on IPO Day!



### Project Summary

It's not every day that your company "goes public"! So when American Water needed a company to manage the brand changeover on IPO-day, they turned to Image 4 for project management, graphic production, logistics and nation wide installation.

Image 4 worked as part of a well-oiled project team embracing American Water's facility, marketing and project management staff; graphic designers Creative Co-op of Portsmouth, NH; and web developers SilverTech of Manchester, NH. Over a 12-month period, the team designed, engineered, specified materials, printed and fabricated thousands of deliverables for 267 facilities in 32 states, including: launch-day kits for each facility, event marketing displays, exterior and interior signs and over 4,500 vehicle identification decal installations.

Creative Co-op and Image 4 topped off the new look with a powerful brand environment for the corporate lobby and board room, featuring custom-printed wallcovering, murals, logos, display cases and furniture. On 14-day notice, Image 4 produced the package and deployed our installation staff for a surprise overnight installation completed for the morning of the IPO.

Mary Beth Vrees, Marketing Manager, was superlative: "This looks AWESOME!...what a pleasure ..."

### Project Budget

Project Management, Production and Installations: \$1.2 Million

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