

Prospects Glued by Unconventional Illustration!



CONCEPT BY HANNAFORD DESIGN / ILLUSTRATION BY JIM ROLDAN

Project Summary

Sometimes a literal picture does not fully "tell your story". Adhesive Technologies is the world's largest manufacturer of industrial and craft glueguns...a very useful but not visually exciting product. The challenge was to put motion and drama into a small utilitarian tool. Creative concept and illustration by the team of Hannaford Design and Jim Roldan answered the need and provided a fresh, new look to a familiar product.

Image 4 produced the paneled photomural using our LightJet digital laser photographic printer; then finished and fit the mural panels with hardware to match the client's existing pop-up display frame.

The results? Many new prospects visited the exhibit, while existing customers were drawn by the dynamic perspective on their favorite gluegun system. The new look brought in new interest and, ultimately, higher sales figures.

Project Budget

Exhibit \$ 3,400; Illustration \$ 1,600

Image 4 / We Tell Your Story!

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