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Client: Victrex USA, Inc.

Audience: Purchasing Managers, Engineers, Sr. Management, Investors, Vendors, Suppliers

Issue: Promoting the versatility of the PEEK™ polymer product line in a wide variety of applications over many different industries is the goal of this semi-annual publication. The use of colorful graphics and photography provides a format that is a quick, enjoyable and informative read.



Client: LNP Engineering Plastics

Audience: Industrial Trade Press, Purchasing Managers, Engineers

Issue: This product newsletter served as the formal kickoff of a new product line. Gemini coordinated the layout, copy and photography to enhance the marketing of the unique properties of this new line of thermal composites.



Client: Council of American Building Officials (CABO)

Audience: Congressional Representatives

Issue: CABO wanted to become *the* authority in building codes and standards. Toward this end, their authoritative newsletter was issued three times per year. With each mailing, their "This is CABO" brochure was included so that the "revolving door" of policy makers would become familiar with the organization.



Client: North American Insulation Manufacturers Association (NAIMA)

Audience: Association Members

Issue: In a given month, NAIMA works on many industry and member issues. Many of them are intra-market and intra-company related. This newsletter, issued 6 - 8 times per year, is designed to be a quick (10 minute) read, and keep members informed on industry initiatives underway by the Association.

