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Client: North American Insulation Manufacturers Association (NAIMA)

Audience: Editors, General Public

Issue: All associations have websites; however, NAIMA regularly updates their site and makes a point to update the editorial community on what their site has to offer. In addition to sending these four-color flyers to editors serving the Association markets, NAIMA also includes a Web flyer in every piece of requested material.



Client: National Insulation Association

Audience: Engineers, Specifiers, Energy Managers in the Commercial/Industrial Community



Issue: Until recently there was no "one-stop" resource for unbiased information on insulated systems. Specifying insulation packages when energy and environmental regulations can make or break a business is critical. The goal here was to eliminate the confusion created by individual manufacturers in the marketplace and create a site that would become known as an independent and credible resource for insulation issues. Gemini provided the concept, map and framework for the website, and was then charged with promoting it.

