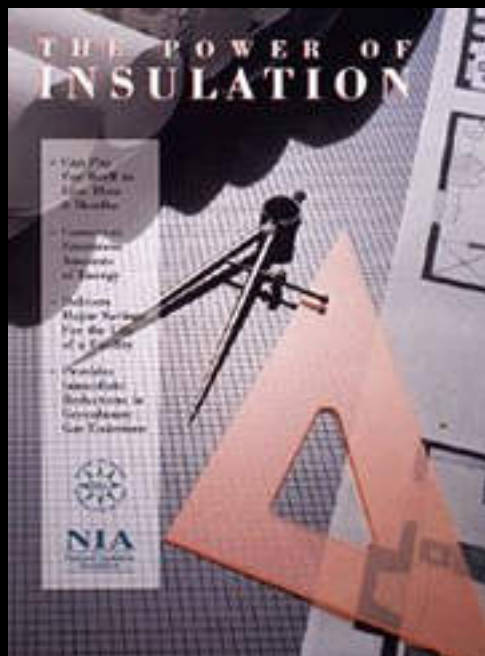


- Consulting & Writing
- Public Relations
- Web
- Trade Shows
- Creative
- Clients
- Directions
- Contact



Client: National Insulation Association

Audience: Commercial and Industrial Construction Community

Issue: Thermal insulation is the most cost-effective technology available for conserving energy, saving money and preserving the environment. Problem is, nobody knows. . . or even cares. The challenge in this case was to "reposition" insulation as a proven, time-tested technology. This was just one piece in a multifaceted marketing campaign to reintroduce insulation to the construction community.



Audience:
Consumers

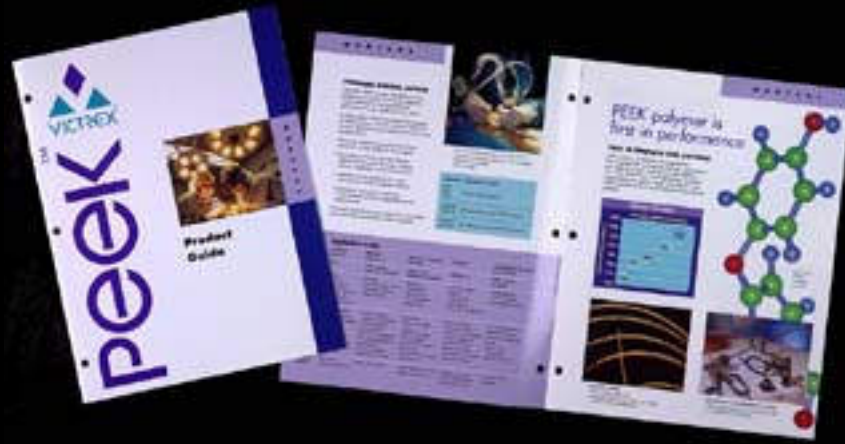
Client: North American Insulation Manufacturers Association (NAIMA)

Issue: Noise levels impact the way we live, work and relax. As more emphasis is placed on comfortable indoor environments, noise control systems are being designed into today's buildings. However, these systems are not typically installed unless requested by the homeowner.

The trifold at left was designed to provide consumers with the information needed to discuss noise control options with a builder or remodeler, while the pamphlet at right demonstrates to architects some typical construction techniques that could help reduce noise.



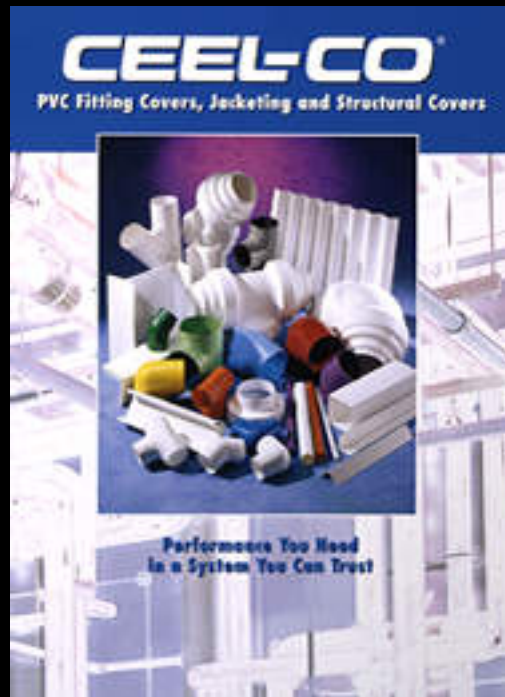
Audience: Architects



Client: Victrex USA, Inc.

Audience: Engineers

Issue: Victrex has long been a materials supplier in the medical marketplace. With the introduction of a new polymer, Gemini created a brochure that summarized product benefits and technical merits in a clear, concise - yet dramatic and colorful - manner.



Client: Ceel-Co (Subsidiary of Johns Manville)

Audience: Specifiers for Process Piping Systems

Issue: "We sell shapes and colors - they just happen to be in PVC." Our client's direction was very specific. . . "minimize the words, specifiers know what product they need, but we need to tell them that, whether indoors or out, they can get it in any size, shape or color from Ceel-Co." This brochure did the trick.

Client: North American Insulation
Manufacturers Association (NAIMA)

Audience: Environmentally Conscious
Architects, Builders & Consumers



Issue: In order to counteract attacks from competition, NAIMA conducted research to determine the environmental impact of their members' fiber glass insulation products. By taking a life-cycle approach, Gemini was able to position the environmental benefits of insulation in a very positive way. To increase the readability and understanding of the research data, Gemini created a piece that put beauty and sensitivity behind the research facts.

Client: North American Insulation
Manufacturers Association (NAIMA)

Audience: HVAC Specifiers, Building Facility
Managers, Building Owners



Issue: Sometimes the sticky issues just need to be confronted head on. The fiber glass industry found itself in the middle of a nasty indoor air quality debate, and did not have answers to address the questions adequately. This piece was part of an integrated marketing campaign to dispel the myths about fiber glass HVAC insulation and communicate the results of five years of scientific research.