

Outokumpu

Sales Aids

- marketing materials and tradeshow exhibits
- sixteen page brochure features design, technologies, solutions
- combination of full colour photographs, technical drawings, and non-industry language
- application specific brochure
- back-lit exhibit panels



Outokumpu, an international stainless steel company wants to promote their Canadian divisions. Outokumpu needs to tell the Canadian story to customers in a wide range of industries.

Electra works with Canadian staff and Finish resources to design and produce marketing materials for tradeshow use. The time difference between Canada and Finland accelerates the design process with response occurring overnight.

