

The Smallest Brochure in the World

Thinking inside the box

- design for use at craft shows: inclement weather, wind and crowd distractions
- design should focus on the jewelry
- design should feature as many jewelry pieces as possible

Delicate Touch



Mark and Shelli Eisenberg design exquisite jewelry, and hand-craft it all in their Hamilton studio. You

may have seen them at the *One of a Kind* show. They need an eye-catching brochure to feature their new designs.

We brought first-hand experience of working craft shows and understanding the physical challenges. And then we brought a playful sensibility to develop a solution.

The results – the smallest brochure in the world! (a mere 2 3/8" wide and 7 panels deep) By putting the brochure inside the box, the product literature can accompany the product and three brochures can be printed for the price of one.

Mark and Shelli love this little gem of an idea!

