

design portfolio

wescom healthcare

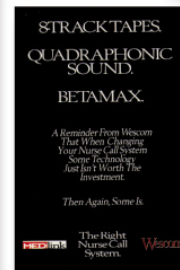
information systems

Wescom asked us to create a new identity for the company, to rename the product line, and create a distributor plan to enhance its indirect sales team.

The company had never gone outside for its design and marketing tools until we were appointed the account. We created a systemized approach to the design pieces, which we echoed in the new distributor tools.

Before we came on board, the company had 4 non-contracted distributors. After only 9 months, the sales team had grown to 127, all on contract, all on planned sales objectives.

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