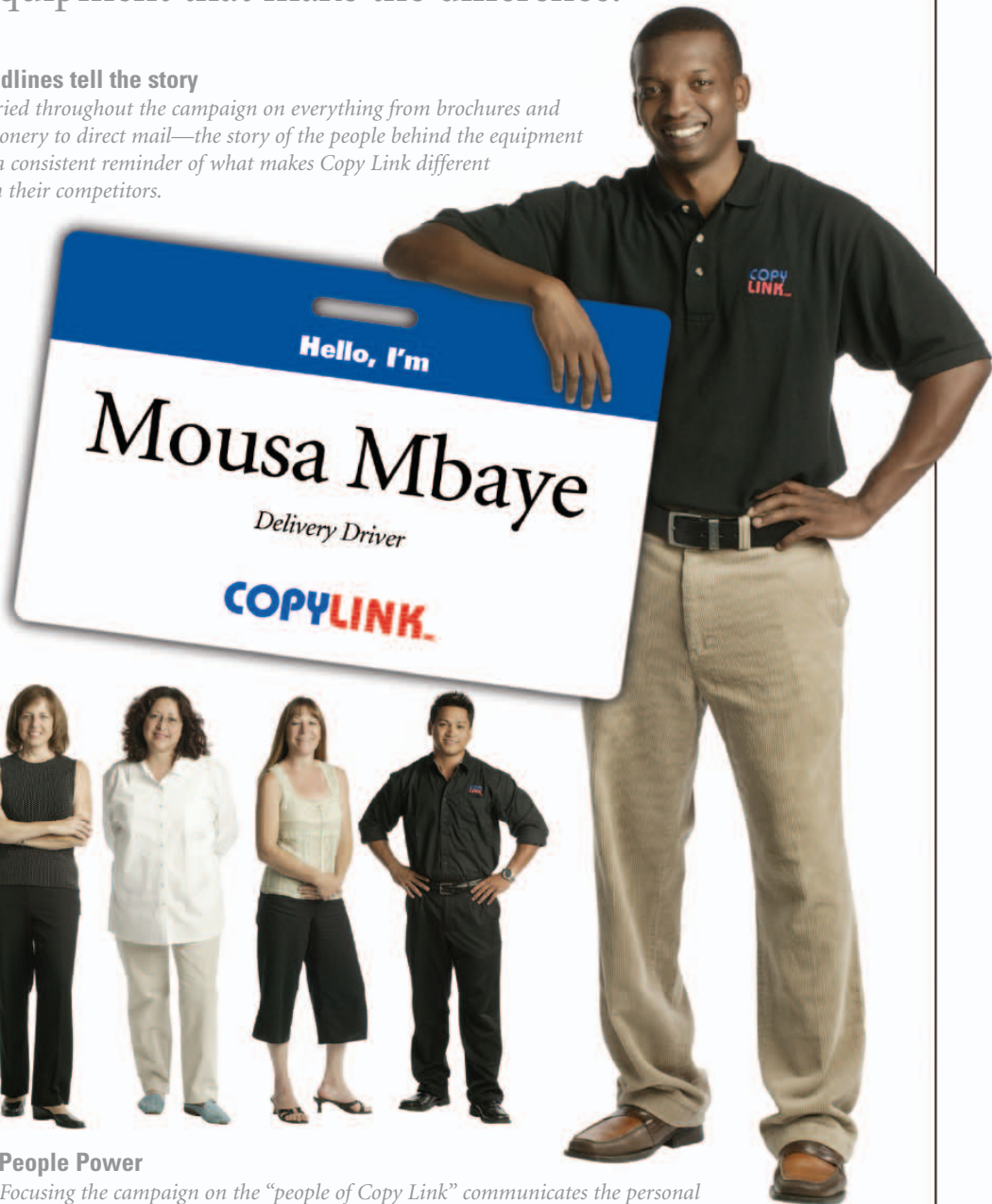


Over the years Copy Link grew from a small copier sales business to a full service office equipment company...but they didn't have the marketing materials to build brand awareness in the business community. In the field of copier sales, Copy Link enjoys a reputation for exceptional customer service. Their promotional pieces needed to effectively tell the story of the Copy Link experience...where technology is important, but it's the people behind the equipment that make the difference.



Headlines tell the story

Carried throughout the campaign on everything from brochures and stationery to direct mail—the story of the people behind the equipment are a consistent reminder of what makes Copy Link different from their competitors.



Brand Continuity

Even the letterhead and envelope build the connection between the company and the client relationship.



People Power

Focusing the campaign on the "people of Copy Link" communicates the personal touch that built the company's reputation for exceptional customer service.