



Brady Communications | Measure Twice. Cut Once.



Building awareness with specifiers.

For centuries, North America Hardwoods have provided architects with a way to bring nature into their designs. Their long-lasting beauty, warmth and richness complement many styles from historic to contemporary.

While many architects and interior designers understood the evergreen nature of North American hardwoods, there was a small but growing number who confused them with the issues surrounding imported hardwoods. To dispel these myths and provide clarity, the Hardwood Manufacturer's Association and Hardwood Council embarked on a mission to educate their audience about this renewable resource.

One of the key components for the program was an information kit. Each kit provided a complete set of wood samples, an interactive hardwood guide, stain guide tool and an educational brochure. Through explanatory graphics and illustrations, the audience could quickly learn about the true sustainability of North American Hardwoods as well as the beauty of these woods in real applications.

Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.

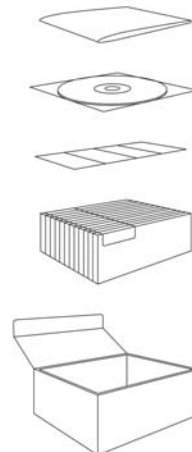
Educating the Audience

Informative illustrations contained in the brochure help provide a quick education about hardwoods as well as educate the audience about sustainability of North American Hardwoods.



Engineering

A litho-laminated folded carton constructed of N-flute corrugated board provided the structure for 2 lbs. of wood to meet shipping requirements.



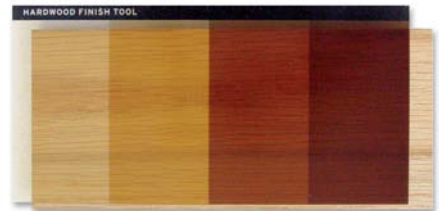
Assembly

Assembly and packaging was an important part of the project management required to bring all components together for pack-out and shipping.



Tools for the Trade

Architects and designers can use the *Finishing Touch* CD-ROM to experiment with virtual stain colors on hardwoods and see a room change instantly. The program also included a wealth of information for use of hardwood in construction.



Instant Stain

By printing transparent colors on an acetate overlay, architects could see how various shades of stain look on the actual hardwood samples.



The Real Thing

Actual samples of all 20 species were provided in the kit. Each was professionally cut, planed and sanded before adding them to the kit. A transparent label on each clearly identified the wood by both common and species name.





BRADY COMMUNICATIONS

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Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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