

## From Blueprint to Reality

Architects and specifiers working on projects like the Empire State Building, schools and hospitals rely on PPG for glass, paint and coating solutions. PPG turned to Brady Communications for help marketing those solutions to specific industry segments.

Our job was to help PPG reach out to a number of different industries while sustaining their focus as a leading supplier and service provider. We met this need by highlighting PPG's knowledge and experience in a series of marketing tools segmented by industry and packed with the necessary information for specifiers.

The Brady Communications team created eight different pieces over a three-year span, following our proven in-house quality assurance practices to ensure consistency in design, color and printing. The result: a consistent, streamlined message that speaks to PPG's diverse clientele.



### Selling Power

Acknowledging the importance of market segmentation as a selling tool, Brady Communications developed an all-in-one reference for PPG's customers that spanned glass, coatings and paint lines across eight different industries.

### Understanding the Audience

Brady Communications geared the tools toward architects, specifiers and facility managers – the people who influence purchasing decisions. The comprehensiveness of the guide helps these influencers navigate the complex construction marketplace with ease.



### Showcasing Know-How

Designed to highlight PPG's expertise and knowledge of industry trends, each tool included factoids, quotes and case studies geared toward a specific industry segment.

### ENVIRONMENTAL IMPACT

Today, building green is not an afterthought.

Whether pursuing LEED or Green Guide for Health Care (GGHC) certification, products such as Pittsburgh Paints Pure Performance® can contribute to Indoor Air Quality Performance and Environmentally Preferable Purchasing credits.

"Improving health is also at the heart of green building. Reducing VOC emissions of interior finishes and bringing daylight

### A Library of Knowledge

The resulting tools have staying power – providing decision makers with the information to do their job, regardless of the industry to which they belong.

