

# MPS & BBI International Limited

## PROJECT OVERVIEW



CLIENT: **Silvertown UK Ltd**

AGENCY SERVICES: **Brochure design and production**

### BRIEF

To design and produce a suite of literature for Silvertown, a leading international manufacturer of elastomeric engineering products. These products have wide-ranging, sophisticated and highly technical applications in engineering, defence, transportation, construction and civil engineering.

### STRATEGY

The aim of the literature has been to provide a consistent new look and design to the company literature, offering effective presentation of complex engineering applications supported by key company information. A set of four brochures were designed to meet this objective:

- A corporate brochure profiling the company and describing its involvement in key markets
- Three separate product brochures covering water lubricated bearings, anti-vibration/suspension components and rubber products and focusing on specific applications.

### IMPLEMENTATION

A4 sized full colour brochures were produced using agency-sourced stock photography to minimise costs to the client. The literature works well as a suite or as standalone brochures, with clean, vibrant design aiding the presentation of highly technical subjects. While the content requires in-depth description, the text and illustration are well balanced, making the literature readable and accessible to the non-expert.

### RESULT

The project was delivered to schedule and the quality was recognised by the client. The brochures are assisting Silvertown in supporting sales and awareness in its key markets.

