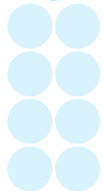


who?

ACORN Wire and Iron Works



why?



ACORN Wire and Iron Works, a manufacturer of security folding gates and wire mesh partitions, needed some image revamping. With many competitors in the national and regional industry, along with several very different vertical markets, it was imperative that ACORN reinforced leadership in each segment.

how?



After evolving ACORN's graphic identity, FUSION created a website, complete print collateral system and market-specific print campaigns for such top markets as schools, homeland security and others. Included were a school direct mail postcard and brochure, as well as, a homeland security print ad. To reach architects, FUSION then created a print ad that was placed in the Sweets Catalog. The results: ACORN now has a consistent image, and targeted content that has received positive feedback from customers and channel partners.