

## SUN CHEMICAL REVEALING SUN CHEMICAL'S TRUE COLORS

We partnered with Sun Chemical to create diverse products, platforms and propositions that speak with one brand voice.

### WHAT WE DID

- Market Research
- Strategy Development
- Marketing Communications Design
- Web Design
- Trade Show Booth Design
- Print Advertising
- Event/Webinar Development & Marketing



Web Design

*help meet your customer's  
growing need  
for greener  
technology*

**Discover WetFlex™ Technology and UniQure™ Ink System.**

Color impact and environmental impact need not be mutually exclusive. Sun Chemical has taken the lead in flexographic printing with regard to ecological awareness and sustainability, together with superior color reproduction. With WetFlex™ and the UniQure™ ink system, printing performance and brilliant print fidelity coexist in accord with the need for reduced energy cost and demand for environmentally friendly solutions.

Sun Chemical knows all about color, but with WetFlex and UniQure, we especially know about "being green".

To learn more, visit [www.sunchemical.com/wetflex](http://www.sunchemical.com/wetflex)

**WetFlex** by **SunChemical**  
a member of the DK group **ecfp**

Advertising

# SUN CHEMICAL

## REVEALING SUN CHEMICAL'S TRUE COLORS

### CHALLENGE

After a series of mergers and acquisitions, the world's largest manufacturer of inks and pigments found itself fragmented in its communications to customers. At the same time, the North American Packaging division was launching a series of new "green" solutions to a consumer product goods (CPG) sector that did not know them well, or understand their technologies. Sun Chemical's multitude of marketing touch-points needed a contemporized look to represent their key greener message, cater to its target audience and be more user-friendly through bolder messaging and visual communications.

### SOLUTION

We developed a series of customer facing campaigns and designed and executed them for launch. Our production expertise came in very handy. We made the complex "simple" both verbally and visually, by integrating a series of interlocking messaging platforms, new product launches and educational experiences. A new fresh visual language created a cleaner, more dynamic and user friendly presence for this colorful leader.



Trade Show Design



Brochure



Post Cards