

“GBC didn’t just come to us with products, they came to us with solutions. They provided viable answers to our sustainable product initiative, brought us new creative ideas, and delivered professional, first class proposal and marketing materials all within our six week time deadline.”

Jennifer Van Vleet  
Vice President of Corporate Marketing

## The Facts

Coffman Engineers, headquartered in Seattle, Washington, is a multi-discipline consulting engineering firm that provides integrated solutions to commercial, retail, institutional, government and industrial clients. A leader in the engineering and construction communities, Coffman has a reputation as being progressive and innovative.

In keeping with their progressive image, Coffman was in need of updating their current presentation material. And they needed to do it quickly.

Implementing Coffman’s environmentally-friendly initiative for presentation materials was at the top of the list of updates. The initiative stipulated that all presentation materials be made of recyclable substrates. Another update was to standardize the materials and equipment used in each of their offices located along the west coast from Anchorage, Alaska to Los Angeles, California.

Understanding the value of long lasting business relationships, Coffman was looking for a partner they could rely on to continually support all of their current offices and future additions.

## The Questions

How can we produce materials fast – in a six week time crunch?

How can we comply with our recyclable initiative and not have to reinvent the wheel?

How can we update materials for a more professional look?

How can Coffman Engineers maintain uniformity among offices?

How can we streamline our ordering process?

## At a Glance...

### The Company...



Coffman Engineers  
Industry: Engineering  
[www.coffman.com](http://www.coffman.com)

### The Questions...

- How can we incorporate our new look into proposal and marketing materials and produce the materials in a quick six week timeframe?
- What type of quality presentation material will comply with our sustainable product initiative?
- How can we enhance our presentation materials and ensure a unified brand image from office to office?
- How can we streamline our ordering process?

### The Answers...

Coffman Engineers and GBC Brand Image Solutions® worked together to:

- Develop highly professional, recyclable poly presentation covers and folders
- Create one centralized location for ordering materials for all four locations
- Upgrade offices’ in-house binding equipment from comb binding to coil binding
- Have all offices use the same binding techniques

### The Bottom Line...

Coffman Engineers achieved:

- Production of a complete set of newly branded proposal and marketing material in six weeks
- A professional and consistent brand image from office to office
- Development of materials that successfully convey their new look and environmental “green” standing
- A simplified ordering process that decreases costs by ordering in batches

## The Answers

Once Coffman Engineers' Vice President of Corporate Marketing Jennifer Van Vleet sat down with a GBC representative, she looked no further. GBC was able to quickly provide her with all the solutions she needed.

Translucent poly covers fit the bill for a sustainable, recyclable material while at the same time enabled Coffman to present a professionally branded proposal. Given that the proposal covers are branded and translucent, they provide developers the flexibility to customize the inside cover page while staying brand compliant.

In addition to the proposal covers, GBC presented their proprietary friction folders that could also be produced in recyclable translucent poly material. The friction folders eliminated the need for Coffman to bind smaller proposals that were only ten to twelve pages long.

In keeping with a unified, progressive look, Coffman wanted to update their in-house binding equipment from comb to coil binding. At the time only one office was employing coil binding while the rest were comb binding. GBC supplied the remaining three offices with MP2000C4 Coil punch and CC2700 ColorCoil binding machines in order to streamline their proposal development and standardize their punching patterns throughout the company. Besides achieving a unified, professional look from office to office Coffman gained greater flexibility and savings since each office could now send proposal pages and material to the other offices and have them edit and bind the documents without changing binding styles.

The end result, GBC was able to deliver all the equipment and supplies that Coffman needed in the time they required.

And by setting up a centralized ordering process, Coffman controls brand compliance and captures savings by batching all of their offices' orders.

## The Bottom Line

Coffman Engineers met their six week deadline and fulfilled their recyclable initiative with high-quality, professionally branded proposal and marketing materials that maintain their progressive and innovative image.

By creating a unified brand look and centralizing the ordering process, they are able to maintain brand consistency from office to office while lowering the cost of materials by using economies of scale, reducing paper waste, and decreasing the need for rush orders.



### What is GBC Brand Image Solutions?

GBC Brand Image Solutions® is a service to companies providing custom presentation solutions that maximize brand value and organizational efficiencies on a national scale.

### About GBC

GBC, an ACCO Brands company, has served a broad range of document communication needs for businesses worldwide for 60 years. Our products and services, including binding and laminating solutions, custom presentation solutions and technical service, are critical to our customers in helping them distinguish their printed materials and achieve a professional edge in today's competitive market.