

“GBC helped us with every aspect of producing a comprehensive set of newly branded presentation materials, from recommending viable recyclable solutions and new creative ideas to implementing a user-friendly online ordering system. They even aided us in promoting our new branded product program to all of our offices.”

Lisa Crossett  
Vice President and Corporate Communications Director

**The Facts**

ESA is a multidisciplinary consulting firm with more than 37 years experience of problem-solving their clients’ challenges in project planning and environmental compliance. Headquartered in San Francisco with ten locations primarily on the West Coast, ESA works with clients ranging from government agencies to nonprofits to private industry.

Recently ESA initiated a rebranding process in order to create a new brand image with enough versatility to grow with the company. The new brand image places their seven different practice groups – Airports, Biological Resources, Community Development, Energy, Land Management, Solid Waste, and Water – and newly acquired company under the corporate brand umbrella, yet enables each group to keep its own identity.

The next step for ESA was to develop a full set of presentation materials for each group that provided a unified brand image and left enough room for customization. They also wanted to keep their environmentally-friendly presentation material initiative but needed new ideas for quality material. GBC worked with ESA on various solutions to meet both their “green initiative” and their need for a branded product that would facilitate a customized product/solution. When a recycled paper solution didn’t work, the GBC representative quickly helped ESA find an alternative that met both needs.

Additionally, it was imperative for them to centralize their ordering process in order to ensure that all presentation materials from office to office fit the unified brand look, while monitoring and controlling material costs.

**The Questions**

How can we maintain uniformity among all practice groups while letting them have the flexibility they need for their unique audiences?

How can we better meet our green initiative goals?

How can we streamline the ordering process?

How can we economically provide consistent, branded materials to member offices on demand?

**At a Glance...**

**The Company...**



Industry: Environmental planning  
www.esassoc.com

**The Questions...**

- How can ESA maintain uniformity among all practice groups and foster a “one company” culture while letting the groups have the flexibility they need for their unique audiences?
- How can we better meet our green initiative goals?
- How can we economically provide consistent, branded materials to member offices on demand?

**The Answers...**

ESA and GBC Brand Image Solutions® worked together to develop:

- A comprehensive suite of presentation materials that would work for each unique practice group
- Highly professional, environmentally-friendly, recycled and recyclable clear poly presentation covers
- An easy-to-use, convenient, 24/7 online ordering program that enables corporate to control and monitor brand compliance, material usage and costs

**The Bottom Line...**

- ESA:
- Strengthened its brand image throughout all practice groups, increasing brand awareness and generating positive feedback from clients
  - Eliminated 20-25% of previous costs and time associated with presentation development
  - Realized additional savings by leveraging economies of scale
  - Established consistency from office-to-office and practice group-to-practice group
  - Decreased order-to-delivery time from an average of 3 weeks to 2 days
  - Achieved better assessment of material needs and inventory control

**The Answers**

ESA and GBC have a strong 16 year working relationship. ESA values GBC’s initiative to continually provide them with examples of how individual products work, how they work together in a full program, and how it all relates to ESA. So when the time came for ESA to update their brand, they called in their GBC Representative.

ESA and GBC worked together to design and develop a suite of presentation and marketing materials that conveyed the overall corporate brand image while still quickly identifying the particular practice group.

To address ESA’s troubles with recycled paper, GBC offered an alternative solution of quality recyclable poly proposal covers. These covers deliver an added benefit in that they are not only recyclable (and reusable) but also make it easier for each practice group to customize proposals while remaining brand compliant. Given that the proposal covers are branded and translucent, they convey the overall corporate brand and at the same time enable customization of the internal cover page.

**In all, GBC provided:**

- Branded presentation front covers
- Branded presentation back covers
- Branded custom comb binding
- Branded CDs and CD sleeves
- Custom copier index tabs
- Online ESA custom catalog
- Pocket folders
- 1½” binders

Besides providing newly branded materials, ESA made the ordering processes extremely easy and fast for the entire company by taking advantage of GBC’s online ordering program. An ESA branded web-based catalog is available to all offices and practice groups 24/7. They sign-in, place their order and receive their shipment within 1-2 days.

With this centralized online ordering program, GBC monitors and replenishes inventory as needed. By utilizing the program, ESA is able to identify material usage patterns, better forecast future needs and control costs.

**The Bottom Line**

ESA estimates that this new suite of branded materials saves them 20%-25% in proposal development labor and time. In addition, by producing materials in larger quantities they are realizing a significant savings.

Utilizing GBC’s capabilities to their fullest, ESA is able to easily order materials, monitor inventory and control costs while sustaining a unified, strong brand image from office to office and practice group to practice group.

Additionally, since materials are all in inventory, orders have a much faster turn around time. When in the past it took up to three weeks for delivery, offices now receive their orders within one to two days.



**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.