

# Coe Press Equipment Corp. The Company that Feeds an Industry

**GOAL:** Coe Press Equipment Corporation is a metal stamping equipment company that first sought our advice in 1982, and has remained a respected client ever since. Initially, they were seeking to simply improve the appearance of their equipment sales catalog. Once LeDuc Creative Co.'s marketing expertise was realized, a full branding makeover was soon initiated.

**OUR APPROACH:** While redesigning the sales catalog, we also updated the company's image by providing them with a more crisp marketing look and appeal that it continues to maintain today. In the years since, LeDuc Creative Co. has created a strategic marketing plan for Coe Press with benefit-driven advertisements placed in targeted publications for optimal industry exposure. We have also supplied the company with timely updates to its sales catalog, created numerous professional brochures and press releases to increase market presence, devised and maintain a web site to showcase capabilities, produced an interactive CD of its sales manual as well as designed signage for booths at several fabrication trade shows to maintain brand consistency.

**RESULTS:** Throughout our partnership, which now spans two decades, Coe Press Equipment Corporation's business has grown by more than 30% as it has expanded its reach and resources to become a global corporation.



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