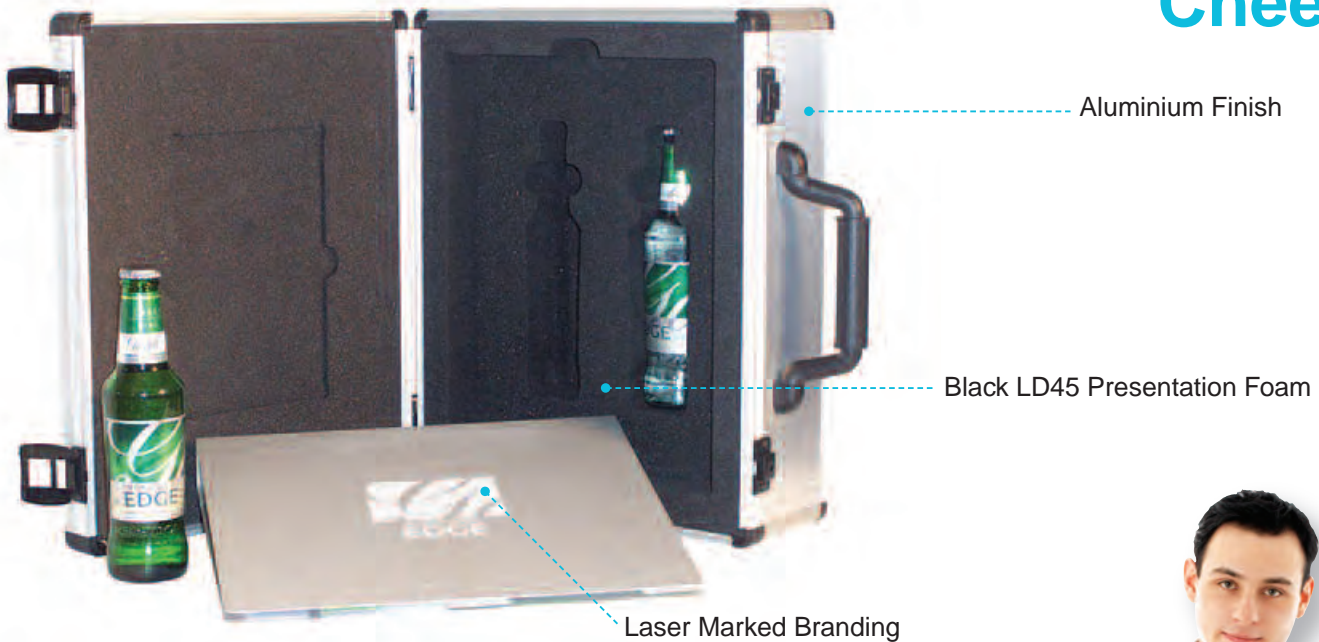


## Cheers!



**Our Customer.** Triangle Communications

**Their Customer:** *Gordon's*

### Brief

Triangle Communications contacted us with an enquiry for a brushed aluminium attaché style case to contain two bottles of product "GORDONS EDGE", a field sales presenter and some A5 giveaway cards, all fitted in purpose-cut foam.

### Cases for Diageo

It was important that the contents be laid out in a certain way, but the client also wanted to keep the case as compact as possible. Of course, branding was also a concern. After planning the layout of the inside of the case we decided that instead of the bottles being placed each side of the sales presenter we would form a cavity within the case which would house them underneath the file. The A5 cards were then placed in their own cavity in the lid, and the sales presenter was made to order in brushed aluminium so that it matched the look of the finished case. Finally, the sales presenter and case were laser engraved with the required logo. [Note : The GORDON'S word and the GORDON'S EDGE words are registered trademarks. © Diageo Great Britain Limited. 2002.]



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