Reference Data Sheets

Client Knauf Perlite GmbH, Dortmund
Building and Insulation Materials

Project Reference data sheets for completed projects

Requirements Compilation of information to be used by the sales representatives to demonstrate clearly the qualities of Perlite's products during customer meetings.

Realisation Development of project data sheets, with each one showing the use of a product. Clear, accessible layouts with eye-catching photos and graphics were developed with obvious focus on the most important information relevant to the respective demands and constructions. Projects were chosen according to the topic area (e. g. fire protection, sound dampening, load bearing and deformation characteristics) and their suitability in portraying the quality and capability of the products.

diekmann
Public Relations GmbH