

Press Release

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Focus Design Revamps Hello Direct Catalog

Focus Design, a San Rafael design and branding communications firm, has recently completed the first series of "consumer-oriented" design layouts for catalog retailer Hello Direct.

Hello Direct, owned by GN Netcom, is one of the world's largest catalog retailers of headsets, phone systems and telephony accessories. With each catalog mailing numbering greater than 5 million, much of their market began shifting from large call centers to smaller-scaled operations, home-based offices, and directly to consumers.

Responding to these major shifts in its markets, Hello Direct began working with Focus Design last year to develop a more appealing, retail-oriented look that's more "consumer friendly" while keeping a strong business-to-business drive.

"Our challenge," according to Brian Jacobson, Focus Creative Director, "was to bring a contemporary sense of sophistication to a very heavily-laden product catalog. And at the same time, while enhancing the categories and overall organization, make it easy for the consumer to navigate."

Established in 1997, Focus Design is an award winning design and branding communications firm that develops strategically-driven design and advertising solutions for consumer and business-to-business applications. Working within an interdisciplinary framework, Focus provides exceptional creative work in marketing strategy development, identity, print design, advertising, packaging, direct response, Web and exhibit design – all directed towards building greater awareness for our clients' brands.

A partial listing of clients include: APL Logistics, California Health Care Foundation, Motorola, Mrs. Field's Cookies, Romano's Macaroni Grill and Wells Fargo.

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