

THAT'S OUR VISION TOO



**TRIAD.**

**B2B IS OUR**

**BUSINESS\_**

**TRIAD**  
B2B AGENCY

TRIAD is the marketing firm that's purpose-built to support the marketing and sales efforts of B2B clients. We're a different agency, starting with our specialization in the B2B space. We're a marketing partner that pushes the limits of conventional B2B thinking; seeing opportunities where others don't. Always searching for better, more effective strategies that help clients reach their goals – that's our business.

B2B marketing requires a deep understanding of a wide range of industries, buying influences and influencers, multiple sales channels, and various technologies. That knowledge exists at TRIAD.

While B2B is our focus, the differences that set TRIAD apart from other agencies extend far beyond the markets we serve. As a full-service agency, we offer a holistic approach that provides all the services the B2B marketer needs, all in one place. This approach enables our clients to achieve marketing and sales success, more effectively and more efficiently.



Hello, I'm Tom Prikryl,

The TRIAD brand is inspired by a simple idea. By focusing on the unique world of B2B marketing, we help clients do B2B marketing better.

We build brand success and market awareness by developing the right messages, and employ the most creative B2B strategies to build brand engagement and recall. We explore every opportunity and work to deliver the smartest executions. It all pays off with higher market awareness, greater market share, enhanced brand value, improved lead generation, and successful clients.

TRIAD has experience solving B2B marketing challenges across a broad range of industries. Our focus on B2B marketing allows us to leverage the latest communications strategies, helping clients find, gain, maintain, and leverage their most competitive advantages.

We welcome the opportunity to learn more about your B2B marketing challenges, and show you how TRIAD can help you meet them.



**Tom Prikryl**  
President & CEO

TP@TriadB2BAgency.com  
469-484-6827





# MASTER OF THE MACHINE

Turning 450 pounds of raw steel into precision-crafted, high-tolerance parts for K&B customers is Coleman Mays' unique expertise. As a manufacturing machinist for K&B Industries, he takes pride in tackling the challenges that come with such intricate work. His goal? An error-free report from the Quality Team. And a satisfied K&B customer. There aren't a lot of people as skilled or as detail-focused as Coleman. But then, there isn't another company like K&B, where our people are the real plus.

**KB** K&B INDUSTRIES  
CELEBRATING 40 YEARS 1974-2014  
The Plus Factor  
KB-Industries.com

Full-Length Threading • Tubular Accessories • Welding and Fabrication • Manufacturing • Customer Inventory Services

PORTFOLIO REINSURANCE

## My Profits. My Portfolio.

*"Like any good RV dealer, I consider every profit opportunity. Portfolio delivers one of the best."*

Portfolio's approach to reinsurance lets you keep all the profits from the warranty premiums you collect, instead of taking a percentage of those premiums. Portfolio administers your program for a single, transparent fee. With Portfolio, you own the reinsurance company. You keep the profits and control the investment decisions, with the ability to build wealth faster.



MAY2010-MAY2011

Letourneau  
Technologies  
Pacific  
Northwest

## WE ARE A B2B AGENCY, OFFERING ALL THE SERVICES YOU NEED IN ONE PLACE.

We're not strictly a print design company, digital shop, PR firm, web development group, or social media agency. We're a full-service agency that offers the full range of services that today's B2B marketer needs. We know each client's needs and objectives are unique—so we tailor our services accordingly. Being full-service allows us to recommend and execute the best possible mix of marketing and communication tools to meet those needs.

As your marketing partner, we develop a fully integrated and comprehensive plan that's based on your unique situation, objectives, opportunities, and challenges. We collaborate with you, one-on-one, in the development of the plan, then execute the strategies in a manner that delivers optimal results.

One voice for the brand, speaking through different platforms, per a carefully planned and executed strategy. That's the TRIAD way.



CARDINAL

Vista Series

SPECIALTY

Commercial Glazing Systems

## WE'RE CHALLENGING EVERYTHING YOU KNOW ABOUT METAL PARTS.

250%  
the strength  
of titanium

Repeatable  
molded features  
within  
 $\pm .002$   
inches

Shrinkage rate  
of approximately  
0.2%



## HUCK 360. YOU CAN'T SHAKE



Cloud 9<sup>TM</sup>  
Human Connection Solutions<sup>SM</sup>



We don't consider our list of services as strictly digital or traditional, but as tools working together to achieve a stated goal. Our comprehensive approach to B2B marketing means we explore all possible avenues of success, and focus on the ones that will deliver the greatest results for each client.

**Strategic Planning**

- Market Research (secondary and primary)
- Brand Audit
- Positioning/Brand Development
- Media Planning, Budgeting & Scheduling
- Integrated Digital Planning
- Pay-Per-Click Program Planning
- CRM Consulting

**Creative Development**

- Print and Digital Advertising
- Literature Development
- Direct Mail & Email Creation
- Exhibit Design
- Video Production
- 3D Animation
- Sales Marketing
- Conventional Direct Mail Programs
- Sales Support Programs

**Web Development/  
Web Marketing**

- Website Design & Development
- Search Engine Optimization
- Paid Search Planning & Implementation (PPC)
- UI/UX Design & Optimization
- Web Analytics

**Content Development**

- Blogging
- Whitepapers
- Video Content
- Features & Case History Articles
- Technical Articles

**Public Relations**

- Featured Articles
- Press Release Development & Distribution
- Media Relations
- Internal Communications
- Crisis Communications Planning and Implementation

**Digital Marketing**

- Social Media Planning & Management (All Social Outlets)
- Social Ad Management
- Email Programs
- Content Distribution
- Influencer Identification & Outreach



# OUR WORK\_

## Building Brands, Creating Growth, Enhancing Market Perceptions

We're focused on helping our clients move ahead from both a sales as well as a marketing perspective. Our work begins by our immersing ourselves into our client's products and/or services, market, brand, culture, and competitive situation.

We key in on the positive differentiators — establishing a true understanding of the client's position within the marketplace. Our collaborative efforts reveal opportunities to optimize a company's brand and marketing position through consistent design and core messaging. At the same time, these efforts can also focus on other core client needs, including lead generation, awareness building, and sales support.

**WE'LL SHOW YOU WHAT WE MEAN\_**

## ALCOA FASTENING SYSTEMS & RINGS (AFSR) Automotive Market Sample Mailer

A strategic re-entry into the automotive OEM market required that AFSR attract the market's attention, establish its unique expertise in engineered fasteners, and leverage its product line. In response to these requirements, TRIAD developed a powerful mailer that accomplished the client's objectives while communicating two key differentiators.

1. AFSR offers fully integrated manufacturing of its fasteners in house, ensuring the quality and timely delivery of product.
2. The company is committed to work with its automotive customers to engineer unique fastener solutions.



**ALCOA FASTENING SYSTEMS & RINGS (AFSR)** Automotive Market Sample Mailer



The direct-mailer contains several elements. The box is secured with a branded bellyband, and opens to reveal a cover-weight paper flap describing key product and brand information. This information is brought together with the headline “FASTEN NATION.” This introductory element establishes the depth of AFSR’s expertise in engineered fasteners.

A mini brochure follows, which provides an overview of the company’s product line and value proposition as they relate to the automotive OEM market. Finally, the interior foam cutout features examples of pre-installed fasteners that are representative of automotive applications, along with a flash drive that includes relevant AFSR white papers.



## ALCOA OIL AND GAS Numbers Campaign



> Readership Award, World Oil Magazine

How do you get a risk-averse market to embrace a new technology, particularly when failure of that product could cost millions of dollars? This was the question that Alcoa Oil and Gas and Triad B2B Agency had to address in the marketing of Alcoa's lightweight aluminum alloy drill pipe. TRIAD determined that the key to the success of this campaign was the fact that aluminum drill pipe offered several positive performance characteristics, particularly an impressive strength-to-weight ratio and the ability to extend the range of existing drilling assets. However, there was a perception barrier to overcome. Aluminum drill pipe had been used in the late 1980s with mixed results, so industry impressions generally ranged from negative to unproven. To overcome this perception, the client sent the product through a series of trials, during which the pipe proved itself in various demanding applications.

Using data generated from these trials, TRIAD created a "numbers" campaign, which focused on real-life performance metrics. Those numbers created a strong sense of credibility for the pipe, providing the market with confidence in using it.



# ALCOA FASTENING SYSTEMS AND RINGS Whitepaper Program

With a wealth of engineering expertise in-house, Alcoa Fastening Systems and Rings (AFSR) has always been a resource for topical technical information. To help position AFSR in its marketplace as the engineered fastener authority and thought leader, TRIAD initiated a technical whitepaper program for the company. With direction and input from the client, TRIAD researched and wrote a series of whitepapers covering such subjects as:

- The difference between torque and clamp
- A comparison between welding and fastening a joint
- An overview of mechanical fastening for maintenance-free joints
- Employing large diameter lockbolts for track and crossing fastening (rail industry)
- Using blind fasteners to meet the joining requirements of the automobile industry

Alcoa Fastening Systems and Rings  
White Paper


### Reduced Maintenance. Added Reliability. Huck® Fasteners Add To Fleet Productivity.

Downtime and maintenance can be a drag on fleet performance and productivity, particularly when it involves key frame, chassis, and suspension joints. Having to regularly re-tighten or even replace fasteners is difficult and time consuming. In addition, this process can be very expensive when considering the cost of maintenance personnel and vehicle downtime. This article covers the joining properties of engineered HuckBolts®, their use in critical truck, chassis, and trailer applications, and an interview with Penske Truck Leasing management, who for years have successfully used HuckBolts to keep their 215,000-vehicle fleet on the road.

For many years, a large number of fleet operators have come to count on the benefits associated with specifying engineered HuckBolt® lockbolts for use in critical truck and trailer joints – consistent clamp, tensile and fatigue strength, and unmatched vibration resistance. In truck chassis, the Huck BobTail® and Huck-Spin® 2 swaged lockbolts are employed to ensure the long-term joint integrity of shock mounts, suspension members, ladder assemblies, and 5th wheel angles. For trailer assemblies, various HuckBolts, blind bolts and structural rivets are employed in the assembly of subframes, kick rails, panels, roof assemblies, and floors. Compared with conventional fasteners, each of these HuckBolts delivers the industry's best combination of clamp, tensile strength, and zero-maintenance performance, and never requires inspection, re-tightening or re-torquing. In addition, where HuckBolts are used in lieu of welding, the potential for maintenance issues resulting from "weld fatigue" is eliminated.

Today, the superior joining performance of Huck fasteners is so widely accepted that many fleet maintenance groups are now using these fasteners when repairing key high-stress areas on both trucks and trailers in order to maintain the reliability and structural integrity of the repaired vehicle.





HUCK IS FOREVER™

Alcoa  
Fastening  
Systems & Rings



joint and inconsistent clamp exists between them – some bolts are going to be problematic. The bolts having more clamp will carry more load than those having less. This is a problem because the three bolts having less clamp are less clamped actually contribute little or nothing to the joint exhibiting proper clamp. For instance, in an application where proper clamp, those three fasteners having proper clamp are forced to do the work of the joint calls for the use of six bolts, the joint is actually being designed for six bolts, they are highly prone to failure.

**Consistent Application of Torque**  
The application of torque and bolt are brought to consistent clamp via the following methods:

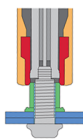
**Consistent Torque Value**  
The application of torque can play out in such a predictable manner. The X factor is K, the torque constant, which is based on the many factors listed above. Based on the many factors listed above, the torque could play out after the bolt is torqued to the estimated value: not to required length, exceeding its yield point, or rate to the required torque setting. These variables can, and will, create unpredictable results.

**Best Method for Achieving Consistent Clamp**  
Swaging away from conventional nuts and bolts fastening, with even the most experienced operator seen as inadequate to provide the consistent clamp and secure fastenings. Direct tensioned HuckBolts®, offered by Alcoa Fastening Systems and Rings, utilized to provide both the reliability of consistent clamp, along with the strength of a range of sizes (up to 36mm) and materials, have been proven in many different applications including heavy transportation, agriculture, and construction. These fasteners are installed via a direct tension technique, in which the fastener is simultaneously swaged into the locking grooves of the pin. Based on this installation, HuckBolts deliver ultimately consistent clamp for a wide variety of various fastener installation methods follows:

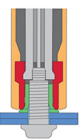
Method	Variation
Impact Wrench	±45%
Feel	±35%
Torque Wrench	±30%
Turn of Nut	±15%
Load-Indicating Washer	±10%
Elongation Measurement	±5%
Swaged Lockbolt	±0%

Other benefits associated with employing BobTail fasteners technologies in the heavy structures. Installation is fast and easy, and very little training is required for the operator. Additionally, all that is required to ensure that the fastener is accurately installed is proper technique.


Installation is performed in the following sequence:



2.



3.



4.

HuckBolt can be installed in as little as two seconds\*. This quick cycle to the short time required to apply the tool to the pin and initiate the cycle. Once the operator engages the trigger, the swage and puller is programmed to complete the cycle without any additional

TRIAD  
B2B AGENCY

No-limits thinking™

## K&B INDUSTRIES Brand Development and Focus on People Ad Campaign



While a very large and prominent industrial company, K&B Industries retains the many positive characteristics of a family-owned company. K&B remains an approachable, responsive, customer-focused organization, the company offers a broad range of machining and manufacturing services, in addition to over 350,000 square feet of climate-controlled manufacturing space.

TRIAD began the branding process by suggesting that the client change its name from K&B Machine Works to a more inclusive K&B Industries, reflecting the expanded scope of products and services offered. The next step involved designing a new logo, but rather than use an ampersand as the company had always done, TRIAD designed a “+” sign instead. The use of the plus sign was the springboard for the company’s new tagline, The Plus Factor™, meaning that when you work with K&B, there’s always something more — a big plus — on which you can depend.

# MASTER OF MAKING IT HAPPEN

Whether he's working on the manufacturing floor, or traveling to a customer's site to assess an urgent need, first-hand, Kenny Wood, Jr., President of K&B Industries, lives and breathes performance. A customer needs delivery a week sooner than planned? He's on it. An employee wants to discuss an idea for better quality control? He's all ears. There aren't many company leaders as approachable or as action-oriented as Kenny Wood. But then, there isn't another company like K&B, where our people are the real plus.

**KB** THE PLUS FACTOR  
K&B INDUSTRIES  
CELEBRATING 40 YEARS 1974-2014

**KB-Industries.com**  
985.868.6730

Full-Length Threading • Tubular Accessories • Manufacturing • Customer Inventory Services • Welding and Fabrication

*K&B is licensed to machine more premium threads than any other provider in the industry.  
See the full list at KB-Industries.com/Licenses.*

➤ Gold Communicator Award of Excellence

# QUARTERBACK OF QUALITY

Even from the shadows of K&B Industries five years ago, Dandre looks down as a quality finisher. Always knowing what he's doing is one reason Dandre was promoted to work with K&B's Quality Control team. Now, he coordinates projects, he works to make sure operations run smoothly, and customers are happy. It takes a self-starter like Dandre to build a company as quality conscious as K&B, where our people have always been the real plus.

**KB** THE PLUS FACTOR  
K&B INDUSTRIES  
CELEBRATING 40 YEARS 1974-2014

Full-Length Threading • Tubular Accessories • Manufacturing • Customer Inventory Services • Welding and Fabrication

# MASTER OF THE MACHINE

Turning 100 pounds of raw steel into precision crafted, high-tolerance parts for K&B customers is Coleman Viny's expertise. As a manufacturing machinist for K&B Industries, he takes pride in tackling the challenges that come with each new work. His goal: An error-free report from the Quality Team. And a satisfied K&B customer. There aren't a lot of people as dedicated as Coleman. But then, there isn't another company like K&B, where our people are the real plus.

**KB** THE PLUS FACTOR  
K&B INDUSTRIES  
CELEBRATING 40 YEARS 1974-2014

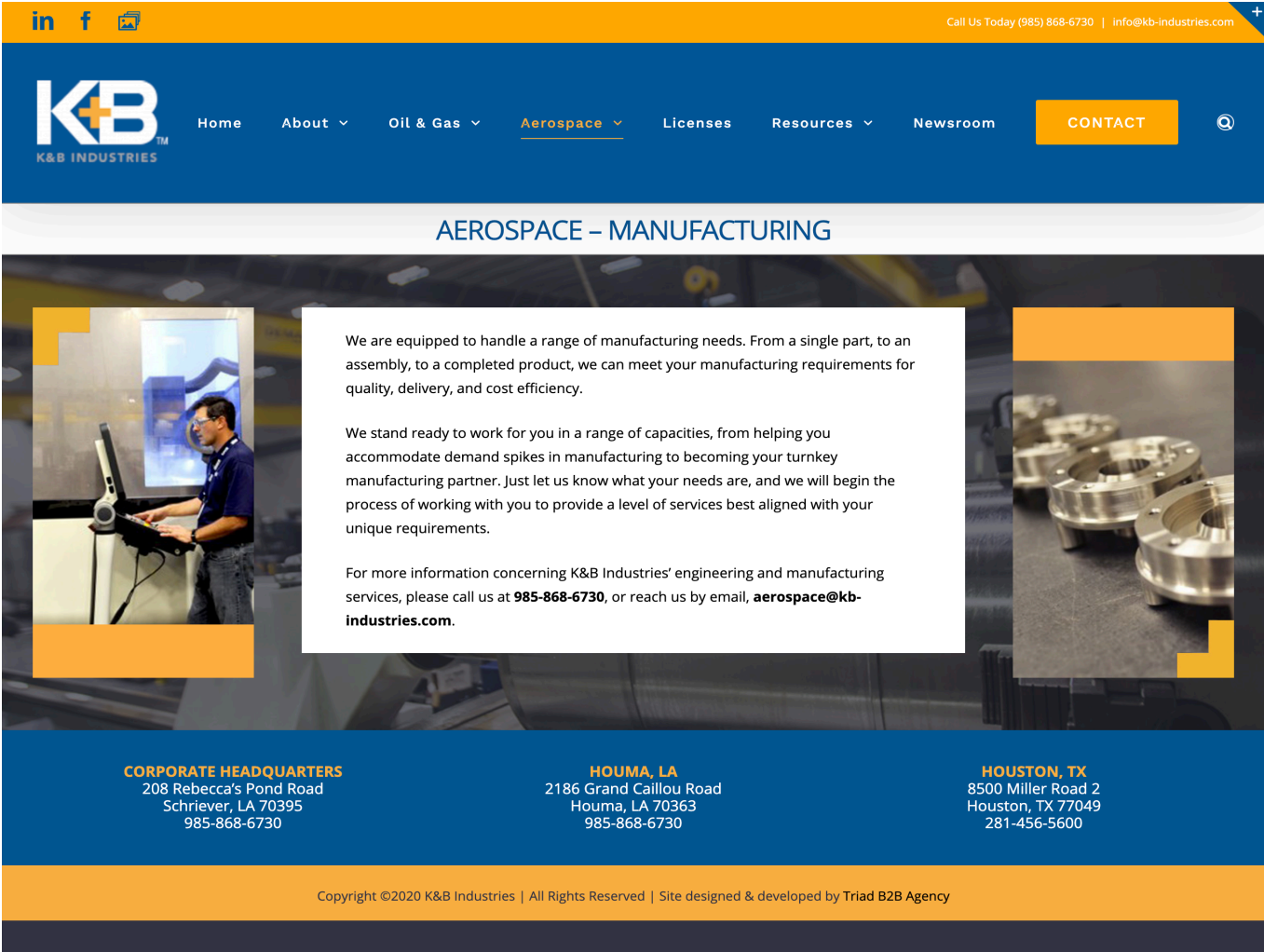
Full-Length Threading • Tubular Accessories • Welding and Fabrication • Manufacturing • Customer Inventory Services

This new branding scheme was very quickly incorporated into an employee-centric ad campaign. Featuring high-quality, high-contrast photography that showcased the personalities of K&B employees, these ads took the market into their world at K&B. Highly supportive of the new brand, this campaign clearly made the essential point that people are the real Plus Factor™ at K&B Industries.

# K&B INDUSTRIES Website Effort

TRIAD developed the new K&B Industries website to effectively convey the company’s scope, capabilities, and range of services, while supporting its new brand. This site design considers the user experience and features a readily understood navigation process, providing ready access to both oil and gas and aerospace market visitors. This new website also incorporates high-quality photography with a graphic approach, and messaging that is aligned with the company’s brand direction.

[www.kb-industries.com](http://www.kb-industries.com)





> Silver Communicator Award of Excellence



[in](#)[f](#)[img alt="Facebook icon" data-bbox="158 88 175 102"/>](#)

Call Us Today (985) 868-6730 | [info@kb-industries.com](mailto:info@kb-industries.com)




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SERVICES FOR AEROSPACE

With one of the most modern machining facilities in the U.S., K&B Industries offers sophisticated engineering, manufacturing and machining capabilities. Our advanced project management systems and turnkey Customer Inventory Services meet the needs of our customers in the Aerospace market.

- MANUFACTURING
- MACHINING
- ENGINEERING
- CUSTOMER INVENTORY SERVICES
- QUALITY CERTIFICATIONS

REQUEST A QUOTE



**CORPORATE HEADQUARTERS**


208 Rebecca's Pond Road  
Schriever, LA 70395  
985-868-6730


**HOUMA, LA**


2186 Grand Caillou Road  
Houma, LA 70363  
985-868-6730

**HOUSTON, TX**

8500 Miller Road 2  
Houston, TX 77049  
281-456-5600






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FACILITIES

K&B Industries maintains machining and manufacturing facilities in Houma and Schriever, Louisiana and Houston, Texas. We continually invest in growing and upgrading our facilities and capabilities to ensure the highest level of product quality and customer service, where and when you need it.




**SCHRIEVER, LOUISIANA**

Our new, state-of-the-art manufacturing facility and corporate offices encompass 200,000 sq. ft. of machining space, 25 acres of tubular storage space, and 20,000 sq. ft. of administrative and engineering space on a 71-acre campus north of Houma -- including 140,000 sq. ft. of indoor space devoted to Customer Inventory Services. Here you'll find K&B capabilities at their best, designed to help you meet your most critical deadlines.

**CAPABILITIES**

- OCTG Tubular Threading Services
- Manufacturing and machining




**HOUSTON, TEXAS**

Situated on 50 acres, K&B's Houston facility provides a 160,000 sq. ft. loading area and 20 acres of paved concrete tubular storage, strategically located within the energy corridor.

**CAPABILITIES**

- OCTG Tubular Threading Services
- End finishing
- Quality assurance
- Tubular accessories
- Large OD threading line
- Customer Inventory Services
- New, repair, and stress relief



**HOUMA, LOUISIANA**

Since 1976, K&B has operated its OCTG Tubular Threading Services facility in Houma, LA. This API and Premium threading facility, encompassing over 30,000 sq. ft. of machining space, is situated on a 13-acre site in Houma, LA and can accommodate OCTG (casing and tubing) in size from 1" thru 13.5" diameter.

**CAPABILITIES**

- API and premium OCTG Tubular Threading Services
- End finishing
- Quality assurance

With the downturn of K&B's core oil and gas market, TRIAD consulted with K&B Industries to establish the company in more potentially viable markets. The first of these markets is aerospace. To begin this new market initiative, TRIAD created a website that promotes the company's capabilities and qualifications that establishes K&B as a viable supplier to the aerospace market.

This website speaks to the aerospace industry in its own terms, addressing technical, operational, and certification issues in a manner that resonates with the market. Even while targeting a whole new market, the website mirrors both the original design and messaging of K&B Industries.





BrandFX wanted to steer away from the company's old look and feel with a newer, more contemporary brand design that could take future marketing efforts to the next level. The company's rebranding campaign started with a more dynamic yellow and black color scheme, which accurately reflected the wide range of hardworking industries BrandFX supported.

The company was willing to be aggressive in its efforts to establish a stronger market presence, and TRIAD responded with updated brand positioning and messaging to complement the new design. Copy emphasized the key value proposition that BrandFX composite truck bodies delivered significantly higher life cycle value than traditional steel or aluminum bodies. This assertion is supported by the fact that many BrandFX bodies have been in continuous operation for more than 20 years. Based on this unmatched life cycle value, TRIAD created the tagline The Life Cycle Value Leader™ and incorporated it into the brand's core message. To further carry the branding forward, the BrandFX line of products was appropriately renamed EverLast™ Service Bodies.

## BRANDFX EVERLAST SERVICE BODIES Rebranding Campaign

**The UtilityFX™ is built smarter for convenience and easy access**

The all-new UtilityFX™ from BrandFX™ is the all-composite cutaway body designed to upgrade mobile operations—with the value-added benefits of a quieter ride. With leak-proof inventory protection, the UtilityFX combines the interior work space of standard commercial vans with more convenient, exterior-accessible storage. The zero-corrosion, zero-oxidation construction is built to withstand up to 20 years of work, while also maintaining a long-lasting quality appearance. The UtilityFX is the superior composite utility unit from the industry's only Life Cycle Value Leader.



**BRANDFX**  
EVERLAST TRUCK BODIES.

[www.BrandFXBody.com/UtilityFX](http://www.BrandFXBody.com/UtilityFX) | 866.431.1131

**HARD-CORE BODY.  
HEAVY-DUTY UTILITY.**

BrandFX EverLast™ composite line bodies are the industry standard, delivering an unmatched level of utility unmatched by conventional steel and aluminum bodies. These hard-core line bodies offer a unique combination of high strength and light weight, and they are corrosion-free, so rust never gets inside.

Proven to deliver over 20 years of reliable service, rugged EverLast truck bodies are designed and manufactured to handle the toughest conditions you can throw at them. That's why you will find them working in 5 of the top 6 service fleets in the U.S.

Get the best life cycle value in line bodies. Demand a BrandFX line body from your aerial or crane supplier. For more information, go to [BrandFXBody.com/Line](http://BrandFXBody.com/Line) or call us at The Work Truck Show 2017.

**THE  
WORK  
TRUCK  
SHOW**  
Booth # 1011



**BRANDFX**  
EVERLAST TRUCK BODIES.

[www.BrandFXBody.com/Line](http://www.BrandFXBody.com/Line) | 866.431.1131

**WORK SMARTER.  
NOT HEAVIER.**

Heavier means greater operating costs. Lighter EverLast™ composite truck service bodies from BrandFX™ mean fast efficiency and a long-lasting quality appearance without sacrificing strength and durability. In fact, they're strong enough to handle aerial and crane applications.

The smart move is to EverLast™ composites.

**BRANDFX**  
EVERLAST TRUCK BODIES.



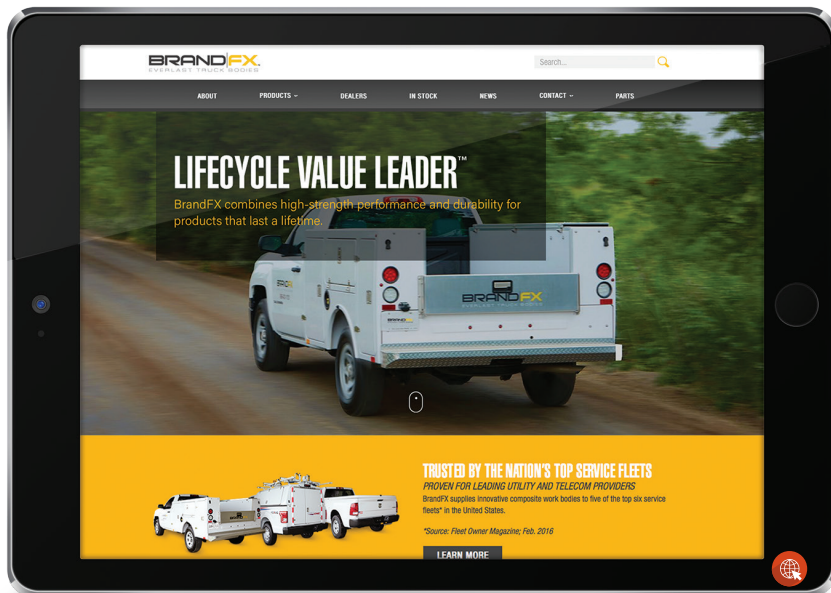
[www.BrandFXBody.com/smart](http://www.BrandFXBody.com/smart) | 866.431.1131

Using the various elements of the company's rebranding campaign, including the dynamic yellow and black color scheme and key value propositions, TRIAD developed a print campaign with a full series of ads. The print ads each highlighted a key advantage of a specific BrandFX product, while simultaneously addressing common challenges in the service body industry with benefit-driven messaging. The campaign also helped demonstrate the wide range of BrandFX products available on the market.

BRANAFX EVERLAST SERVICE BODIES    Print Collateral & Website



[www.brandfxbody.com](http://www.brandfxbody.com)



A refreshed website design was developed to include a more responsive and modern layout with updated functionality. This website was fully reorganized in order to make navigation more intuitive and content more readily accessible.



## BRANDFX Tradeshow Support

As the marketing partner for BrandFX, the TRIAD team is frequently tasked with developing a consistent look and feel for the company's ongoing tradeshow and convention appearances. To meet these objectives, TRIAD developed a professional design scheme that is readily noticed from a distance. This design, combined with a benefit-driven messaging approach, encouraged interaction of BrandFX personnel with show attendees. To support the company's sales initiatives, accompanying sales sheets and product brochures were created. The graphic design of these pieces complemented the company's overall brand, with key messaging highlighting all the benefits of BrandFX's high-strength, ultra-lightweight composite bodies.



## ULTERRA DRILLING Integrated Marketing Campaign



> Dallas AMA Marketer of The Year Award

TRIAD helped evolve Ulterra's B2B marketing efforts into a more cohesive, integrated campaign. The goal was to accurately project the company as a true market leader and a driving innovative force in the oil and gas industry.

An official Ulterra press kit was created, which required extensive PR efforts including company press releases and feature articles in industry publications. In addition, new product brochures and print ads were created to highlight the innovative bit designs and manufacturing capabilities, and direct mail was implemented to tell the remarkable performance story of Ulterra's newest bit, the SplitBlade™. All marketing efforts targeted top industry executives and national and international drilling operators as the primary audience.

The hard work paid off when TRIAD was named the Dallas American Marketing Association's Marketer of The Year for integrated marketing campaigns.



## HMI CARDINAL Brand Creation and Website Development



In 2018 following their purchase by a private equity firm, HMI Cardinal, a manufacturer of glass shower enclosures and commercial glazing products, engaged Triad B2B Agency to rebrand the company. The objective of the rebranding was to project a more sophisticated image, reflecting Cardinal's position as the nation's largest and most trusted manufacturer of shower enclosures and other glass products.

As part of the rebranding, a new corporate logo was developed, along with new visual identity guidelines, introduced via a corporate capabilities brochure, divisional brochures, product literature, and corporate website. New emphasis was placed on the company's unlimited product design capabilities, together with a restructuring of division and product organizations. This rebranding effort also resulted in a Communicator Award of Excellence for the logo design.

> Silver Communicator Award of Excellence

**PORTFOLIO REINSURANCE** Print Advertising Campaign

Portfolio is a creator of automotive reinsurance programs for auto dealers, with a unique business model that gives dealers full ownership of their reinsurance company. TRIAD was challenged to launch a new marketing and branding campaign to convey the unique benefits of Portfolio’s business model in a compelling and impactful manner. TRIAD developed the “My Portfolio” campaign, featuring print advertising, digital advertising, and a new corporate website.

Results of the integrated marketing and branding campaign have included higher market visibility for Portfolio, praise from management, marketing personnel, customers, and the company’s sales agents, along with a Communicator Award of Excellence.

PORTFOLIO REINSURANCE

# My Winning. My Portfolio.

*“No dealer I’ve met in this business likes winning more than I do.”*

Winning in this business is a team effort, so my job as a dealer is to find the best star performers I can find.

When I signed up with Portfolio eight years ago, I knew they were star performers. Their reinsurance structure put me in the driver’s seat with a new source of personal capital under my control, including investments. Their people who call on me and my stores are veteran car people who help boost my store profits, increase my reinsurance wealth, and keep my customers happy.

Expect more from everyone. Get more with Portfolio.



*Portfolio*  
It's Your Portfolio.™

For a confidential conversation about reinsurance, contact:

Ryan Hanlon, Managing Director  
(805) 275-2023 office  
(818) 599-3373 cell  
ryan@portfolioco.com

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PORTFOLIO REINSURANCE

# My Reinsurance. My Portfolio.

*“Portfolio reinsurance delivers success on my terms.”*

Portfolio has a better approach to automotive reinsurance that creates greater dealer wealth, faster. With Portfolio, you personally own the reinsurance company behind your dealership’s warranty programs, putting you in control of all profits, surpluses and investment decisions, with no sharing. Portfolio handles program administration for a simple, transparent fee.

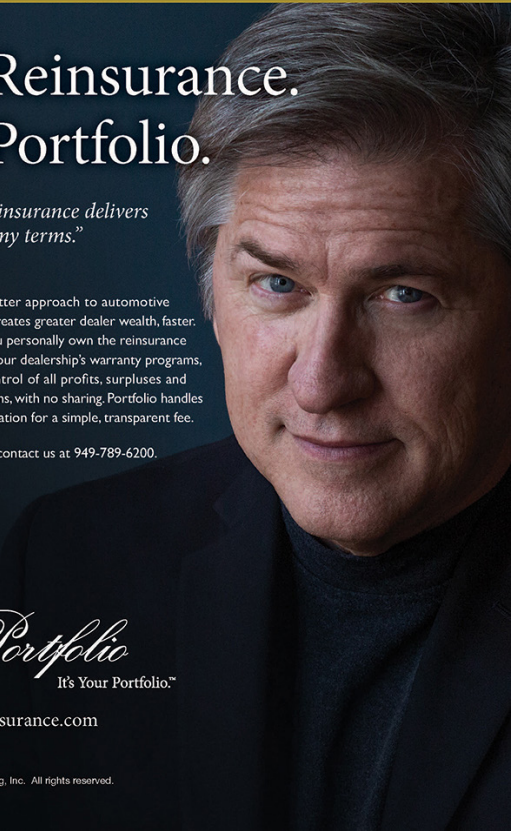
To find out more, contact us at 949-789-6200.



*Portfolio*  
It's Your Portfolio.™

PortfolioReinsurance.com

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> Silver Communicator Award of Excellence

# WE'RE CHALLENGING EVERYTHING YOU KNOW ABOUT METAL PARTS.

**250%**  
the strength  
of titanium

Repeatable  
molded features  
within  
**±.002**  
inches

Shrinkage rate  
of approximately  
**0.2%**



**Revolutionary Liquidmetal® Alloy delivers precision, strength,  
and finish that far exceeds MIM, at a cost less than CNC.**

Based upon breakthrough technologies developed at Caltech and NASA®, Liquidmetal® Alloy is a revolutionary amorphous metal that offers an unmatched combination of strength, elasticity, and corrosion-resistance. It can be injection-molded, and because it experiences virtually no shrinkage as it cools, it delivers nearest-to-net shapes in just one step. Take the challenge. Talk to a Liquidmetal Technologies expert about how this breakthrough technology can work for your application.

**LIQUIDMETAL®**  
TECHNOLOGIES

NEAREST-TO-NET IN ONE STEP™ | [www.liquidmetal.com](http://www.liquidmetal.com) | 949.635.2143

Based on breakthrough technologies developed at Caltech and NASA®, Liquidmetal® Technologies, Inc. created the Liquidmetal Alloy, a revolutionary metal alloy offering 250% of the strength of titanium combined with the ability to be injection molded. TRIAD developed an effective messaging approach, which conveyed the product's unique value proposition.

Print ads, targeting design engineers and parts manufacturers, carried the headline "We're Challenging Everything You Know About Metal Parts." This headline led the reader into the Liquidmetal story and selling its benefits. This Liquidmetal campaign was honored with readership awards in several key industry publications.

> Readership Top Scoring Ad Award, Machine Design



## LETOURNEAU OFFSHORE George H.W. Bush Event



When asked to generate publicity for the 50th Anniversary of The Scorpion, the world's first mobile offshore rig (built by the Marine Group of LeTourneau, Inc.), TRIAD did just that. While this 50th Anniversary was significant to the industry, its importance was magnified by the fact that The Scorpion was built for a young George H.W. Bush, then president of Zapata Off-Shore Company.

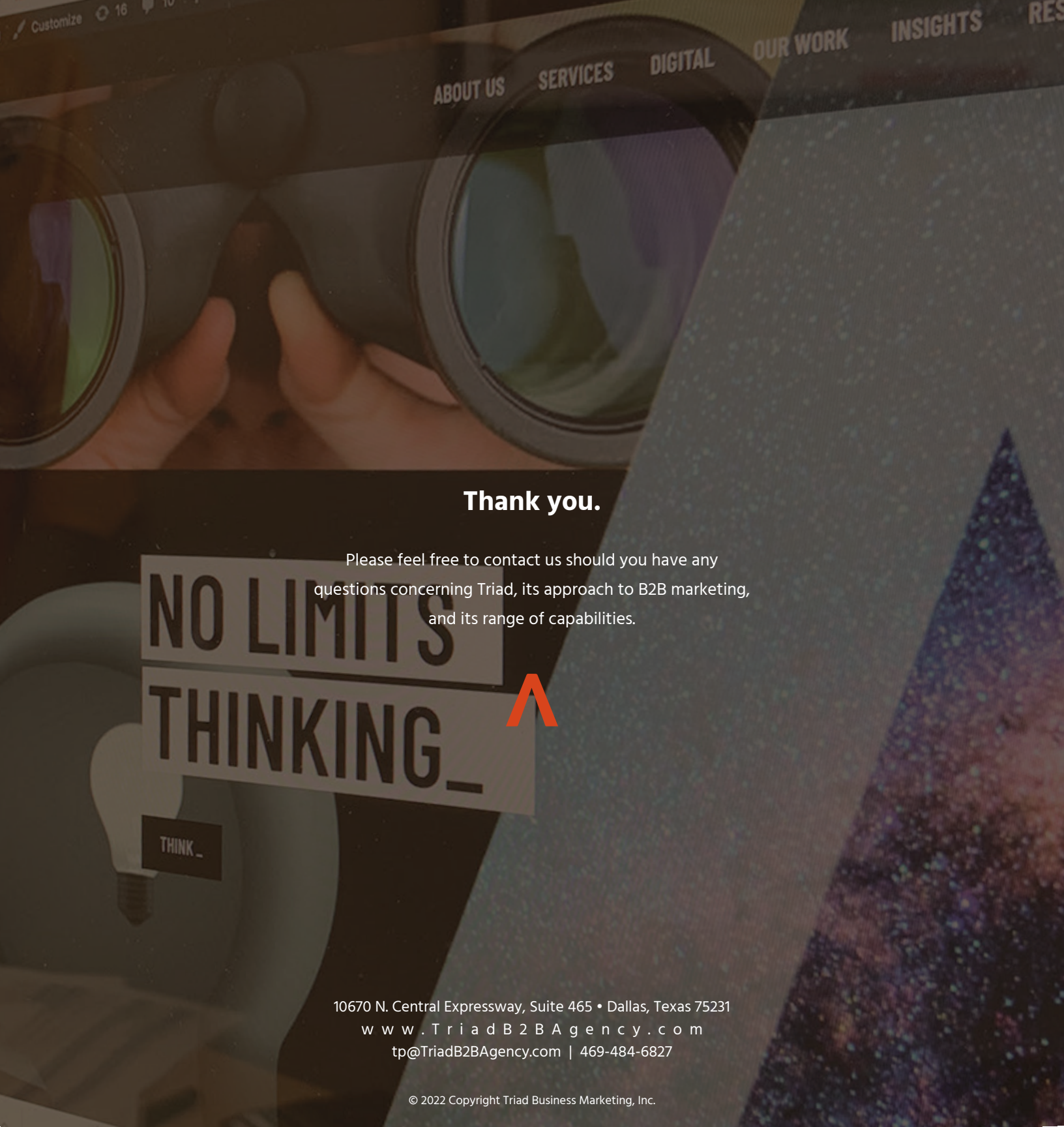
Triad's idea was to host a reception commemorating the event and invite former President Bush to attend as a special guest. Plans and efforts ensued, and after nine months of hard work, the event took place, complete with an appearance by George H.W. Bush. The event was the talk of a major international trade show that was underway at the time (Offshore Technology Conference), and the client realized a great deal of goodwill — and sales — from those who attended. In subsequent months, significant press coverage followed in major industry publications.

## **AWARDS** Recognition for Effectiveness, Results and Creativity

Below is a listing of just a few of the awards for creative excellence and readership effectiveness TRIAD has received over its recent history. We are particularly proud of these because they recognize work that is both creative, and ultimately results-driven.

- **Dallas AMA Marketer Of The Year Award** – Ulterra Integrated Campaign
- **Gold Communicator Award of Distinction** – Ulterra “Bit In A Box” Direct Mail Campaign
- **Gold Communicator Award of Excellence** – K&B Industries “People” Ad Campaign
- **Gold Communicator Award of Excellence** – Cloud 9 Corporate Logo
- **Silver Communicator Award of Distinction** – Cardinal Branding
- **Silver Communicator Award of Distinction** – Portfolio Print Ad Campaign
- **Silver Communicator Award of Distinction** – K&B “Name Change” Print Ad
- **Silver Communicator Award of Distinction** – Bikers for BooBees T-Shirt Design
- **Silver Communicator Award of Distinction** – Portfolio “My Portfolio” Ad Campaign
- **Silver Communicator Award of Distinction** – Cardinal Logo & Corporate ID Design
- **Silver Communicator Award of Distinction** – K&B “Master of the Machine” Print Ad
- **Silver Communicator Award of Distinction** – K&B Industries Corporate Website
- **Silver Communicator Award of Distinction** – K&B 40th Anniversary Logo
- **Readership Top Scoring Ad Award** – Liquid Technologies, Machine Design
- **Readership Award** – Alcoa Oil & Gas, World Oil
- **Ad Effect Award** – Alcoa Fastening Systems’ BobTail Fastener Ad in Machine Design 2012





**Thank you.**

Please feel free to contact us should you have any questions concerning Triad, its approach to B2B marketing, and its range of capabilities.

**NO LIMITS  
THINKING\_**



**THINK\_**

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