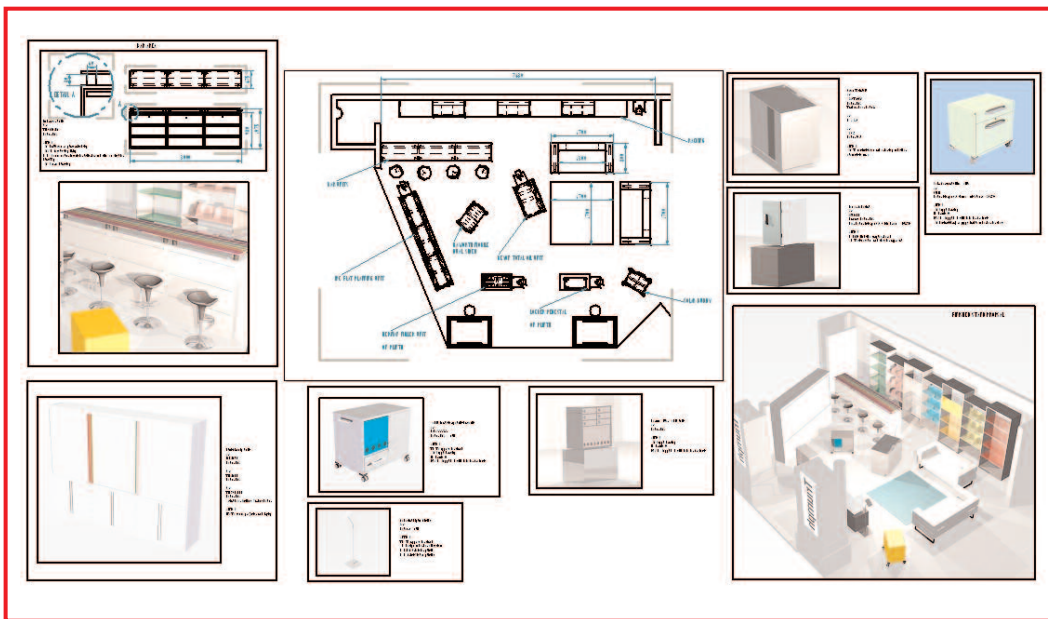


# marketingUPDATE

## Triumph

### Triumph featuring real-life case histories on its PRIMA 2007 Stand



### in the pipeline?

- Accessory Brochure
- Prima Exhibition 2007
- Procurement Exhibition 2007
- Roadshow Training
- Lm Specification Guide
- New Vehicle Livery
- Essentials Brochure
- Press Releases
  - OnOffice
  - Mix Magazine
  - Architectural Review
  - Interior Channels
- Website Updates
- Magazine Adverts
- Photoshoots

#### Triumph, the UK's second largest provider of steel storage for workspaces, will have a major presence again at PRIMA 2007

As well as introducing major initiatives across the Triumph range, Triumph will showcase a series of items - developed specifically in response to individual client needs

In each case, the original client brief and requirements will be shown, together with Triumph's initial response - through to the development of the final item itself, which will be exhibited

Speaking of these very effective case histories, Tony Hendrick, Triumph's Director of Sales and Marketing, said, "Over the last twelve months a number of key clients have presented specific briefs for particular requirements for their workplaces. This has involved the likes of Total Oil, IPC Media, and Edinburgh College of Art. Everyone was very pleased with the results. We do hope that a lot of people will come to see this work on our stand at PRIMA this year"

**Triumph in colour at Prima, Stand B1, 15 - 17 May**

### THE WINNERS ARE...

#### ...Triumph/DHL winners of a major safety award

The competition was close and we were up against Boots, Sainsburys, Tesco, Arcadia Group, B&Q, Homebase, Reebok, Debenhams and Uniliver

The Award Ceremony took place recently in Daventry. Derrick and Team are delighted



### New Literature

Metrix Brochure  
 Personal Office Mobile Brochure  
 Lewisham Case Study  
 Environmental Leaflet  
 Lm Brochure  
 Price List Reprints

Copies available and updated pdfs online  
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