

Pinpoint Direct Wins Design Awards

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PRESS RELEASE
For Immediate Release

Graphic Design USA, www.gdusa.com, has presented Pinpoint Direct of Hopkins, MN with awards in two categories for the Annual American Package Design Competition.



Point-of-Purchase – Crestliner Trailer Tongue Protector

Pinpoint Direct has received an American Package Design Award for the graphic design and custom engineered manufacturing of a steel wire frame tongue protector with podium display top for Crestliner Boats. The tongue protector is designed to fit over dangerous trailer tongue hitches as they are on display in dealer showrooms and boat shows. Along with adding protection to passers by, the display is designed to hold two high-impact graphic panels which display lifestyle images of Crestliner Boats in action. These Graphic panels are then changed out annually. The podium display top can be used to either hold a Crestliner catalog or detailed information and pricing.



In-store Graphics – Crestliner Floor Banners

Pinpoint Direct received an American Package Design Award for its graphic design of its series of six Crestliner Boat showroom floor banners. Designed to fit into a heavy-duty, double-sided variable height banner stand, these 7' high floor banners provide Crestliner dealers with high-impact graphics for use in showrooms and high traffic boat shows. Dealers enjoy the ease in which they can be taken down and set-up as well as how they can rotate signage.



In-store Graphics – Crestliner Bow Banners

Pinpoint Direct received an American Package Design Award for its graphic design and custom engineered manufacturing of marine industry bow banners along with a custom bow banner stand. The bow banner is designed specifically to fit into the bow light fixture at the front of the boat. The display hardware then hangs a high impact 4 foot vinyl banner providing dealers with high impact graphics for use in showrooms and high traffic boat shows. Dealers like the ease in which they can be taken down and set-up and the marketing they provide.

Pinpoint Direct:

Pinpoint Direct is a growing marketing company that offers end-to-end solutions for marketing and print production services including; strategic development, creative concept and design, database management, Pinpoint Direct – a dealer-based web-site marketing management tool, print ads, sales tools (including brochures, catalogs, sell-sheets), point of sale displays and trade show materials.

For additional information please contact:

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