

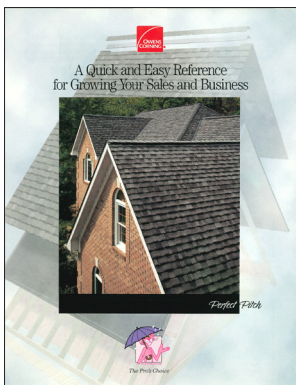
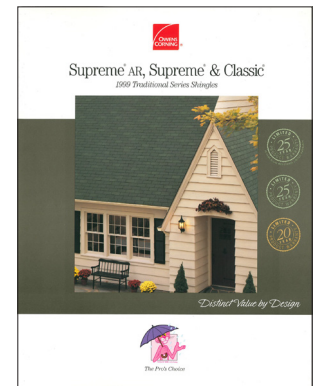
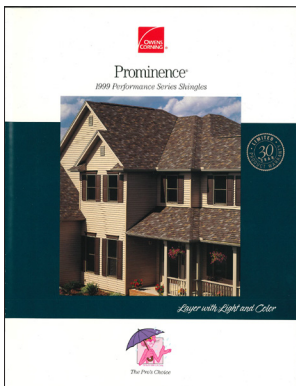
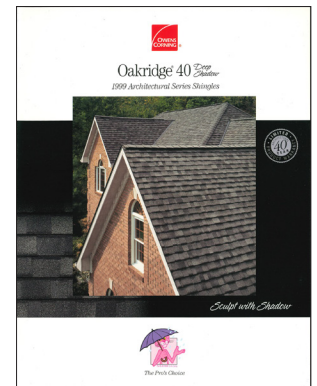
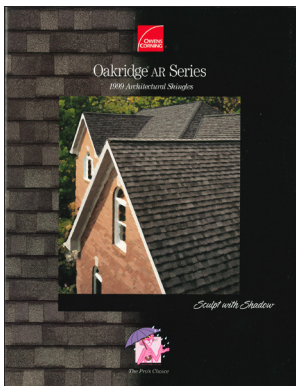


Roofing Collateral & Sample Program

With the launch of their Oakridge *Deep Shadow* series of shingles, Owens Corning desired a complete overhaul of the collateral and sample program. With multiple plant service areas requiring custom brochures, this complex system needed a strong attention to detail and follow-through that spanned nine months.

Campaign Elements

- (6) 32-Page Oakridge Brochures | (6) 4-Page Oakridge Sell Sheets | (6) 12-Page Prominence Brochures | (6) 4-Page Prominence Sell Sheets | (11) 2-Page Sell Sheets | (1) 8-Page Gatefold Sales Pitch | (6) 24-Page Pocket Brochures | (40) Sample Board Headers (not shown)



"Your diligence, patience and persistence with account management of the roofing and packaging projects have been outstanding. Sue Burkett [OC MarCom Manager] has made several glowing comments about your performance that we seriously wonder if you may be relatives. Seriously, Keri you are an asset to Mitchell & Co. Your clients acknowledge your organizational and coordination abilities and we all owe a tremendous amount of thanks for your contributions to the overall success of this organization."

Mark Mitchell
CEO & Founder



For More Information

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Mitchell & Company

AGENCY EMPLOYER