

Case Study

Corporate Expansion

Client

Crystal Window & Door Systems

National manufacturer of vinyl and aluminum windows and doors and high-end fenestration systems

Challenge

Develop company presence and positive image in new territories.

Actions

- Plan and execute business opening and expansion events
- Develop business relationships with local Chambers of Commerce, government agencies, business and trade groups
- Create local and regional publicity and advertising



Grand Opening ribbon cutting in Riverside, CA, with press coverage



Factory Open House for local government, business organizations and trade groups in Chicago, IL

Results

- Positive image and business relationships are established in several new regions across the country, resulting in company expansion and sales growth.
- Ongoing promotion and marketing communications continue to build and enhance the company's image with key audiences.
- Crystal Windows' has grown from a local New York City-based supplier to a national manufacturing firm with consolidated revenues of \$100 million.