

An Award-Winning Single Source:

- ▼ TRADESHOW EXHIBITS
- ▼ MARKETING & DESIGN
- ▼ GRAPHICS & SIGNAGE



Triad Creative Group 2009-2010 Newsletter

Over 40 Years of Creative Excellence

Sharing our success stories...the past 24 months

# Triad Creates New Bucyrus Museum

## Features Include Replica of Circa 1900s Coal Mine and Actual-Size 100-Yard Dipper

The skill and craftsmanship of Triad's exhibit team rose to the challenge and vision that Bucyrus International projected for its new corporate museum. The chronology displaying Bucyrus' storied history in providing mining equipment worldwide features a replica circa 1900s coal mine, complete with rough hewn timbers and actual historical mining artifacts. To give visitors a modern-day sense of scale, Triad fabricated a faux 11 ft. high x 18 ft. wide 100-yard dipper, complete with 3-dimensional teeth that dug into the carpeting to aid the illusion of size and perspective. Both items included the use of large format murals and dimensional displays to aid in providing visual historic interpretation.

Triad took the existing architectural elements from the building, which was built 90 years ago and was originally used as a pattern shop by Bucyrus, and incorporated them into the design of the display cases. From the building's hardware to the rough-hewn cedar beams, every element was utilized into the design, which upon completion, appeared

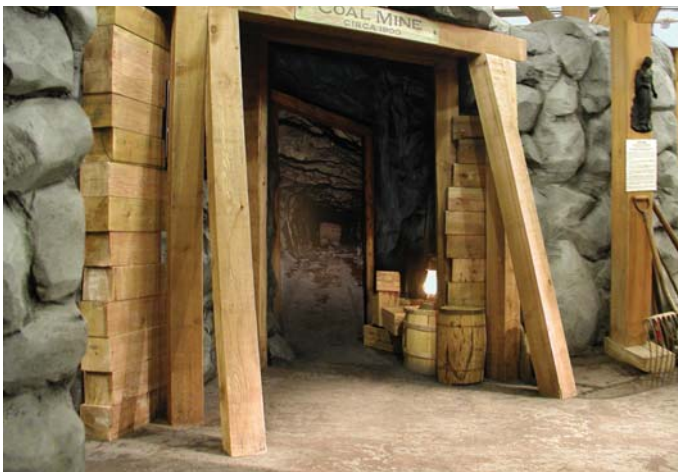


Triad fabricated custom vintage cabinets to display Bucyrus' archival collectibles and memorabilia.

as though both the building and the displays were constructed at the same time. Even the signs were vintage by design and authentically reproduced by Triad's craftsmen with a copper, aged-patina background. "It was a great project for us," said John Toth, who spearheaded the project. "It was great working with the Bucyrus

staff, who valued our input and comments and gave us the latitude to do what we do best. What made it especially nice was suggesting something as crazy as having the teeth dig into the carpet, with the full confidence of knowing that the Triad creative team could pull it off."

*Continued next page*



Triad recreated an early 1900s coal mine entrance to set the mood.



Actual-size 100-yard faux dipper provides a great photo op background.

# Bucyrus Museum's "The Making Of" Photo Gallery



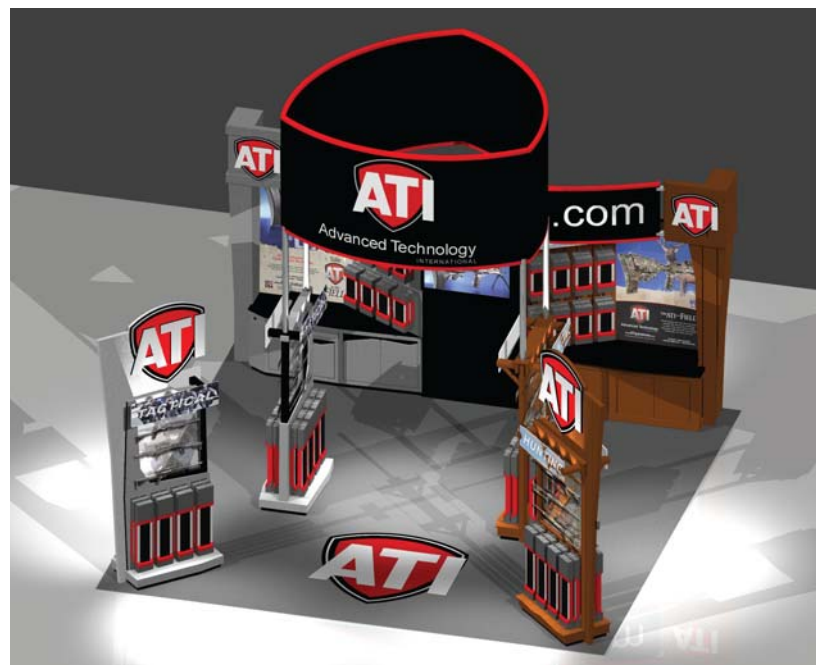
The museum challenges were as diverse as Triad's solutions, ranging from ways of displaying very heavy parts and gears to making dipper teeth strong and secure enough that people could stand on them for photos ops. Each model encasement, though custom measured and built to specific contents, had to maintain a common size relationship. Triad's large format department was busy 24/7 with enhancing and converting archival photos to mural-size images.



Photos by Triad photographer Patti Andree.

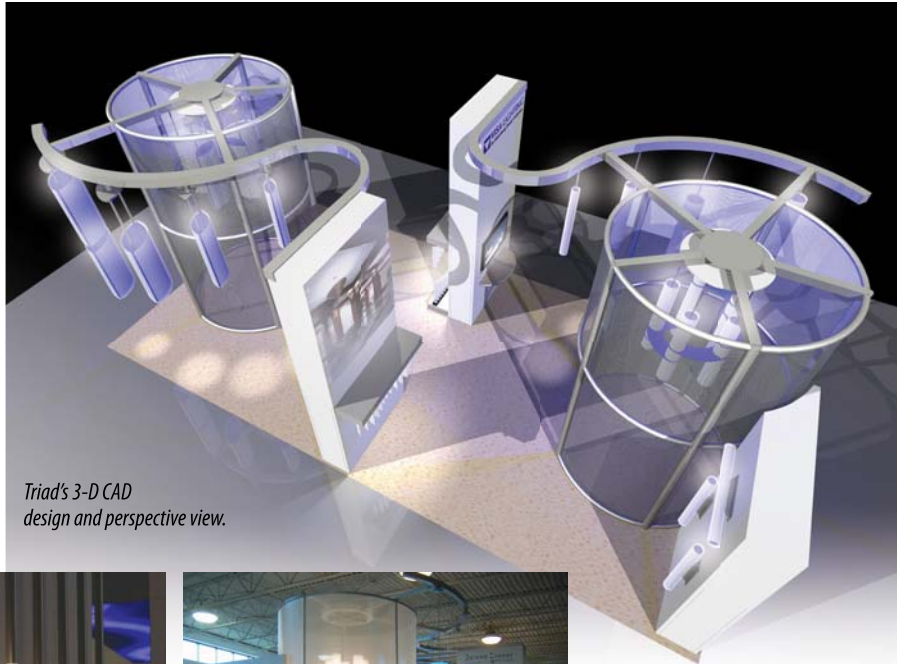
## Triad Exhibit is Arming ATI Gunstocks with New Design for Shot Show

The Gun Industry is flourishing and Triad has presented ATI Gunstocks with a new exhibit that provides it with a bang at the Shot Show in Las Vegas. The design concept segregates the exhibit in order to appeal to both of its distinct markets: Hunting and Military/Tactical. The hunting portion features a Northwoods theme of wood and rough cedar while the tactical portion emulates distressed concrete abutments. The design centers around modular elements that give the exhibit flexibility with several booth sizes and multiple configurations.



# Triad Exhibit Shines with Display of Lighting Products

Visa Lighting, a local designer and manufacturer of cutting-edge commercial lighting, challenged Triad to provide a modular exhibit that was flexible and visually open to show off its products. The emphasis was on creating an exhibit that appeared as cutting edge as the products it displayed. The solution involved engineering interchangeable aluminum raceways that could be reconfigured to meet different booth sizes and configurations. Translucent sheer tension fabric formed the curved 16 ft. walls of the twin conference rooms. Upon completion, the exhibit was set up in the Triad production facility for a sneak preview event coordinated by the client to its employees, friends and vendors before it was transported to New York for its debut at the International Light Fair Show.



Triad's 3-D CAD design and perspective view.



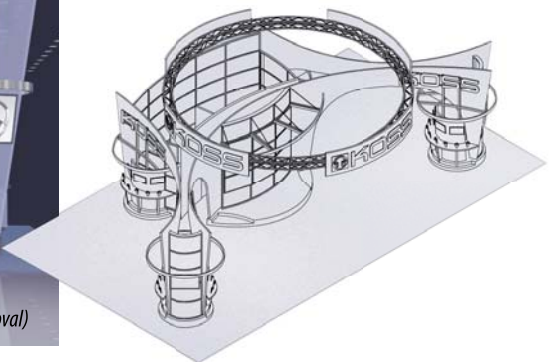
Photos by Triad photographer Patti Andree.



Triad's 3-D CAD rendering.

(Pending Approval)

# Triad's Island Design for Koss Headphones



## WAUKESHA ELECTRIC LIKES TRIAD THINKING "OUTSIDE THE BOX"

"Waukesha Electric challenged Triad to design a conference room in their 30'x50' exhibit, but didn't want it to look like a box," said John Toth. "Our senior designer, Bruce Hunter, suggested that it be designed to exactly replicate the transformers that Waukesha Electric makes... they loved the idea." Triad also provided the hanging header signs above the conference room that rotated.



12' x 12' Conference Room

## LED Lighting Makes New Badger Meter Exhibit Glow



"Badger Meter exudes technology and the new exhibit does just that" said Jim McCombe, Triad Vice President. The lighting added emphasis to the product line and provided a high-tech ambiance to the entire exhibit.



## Triad's New PAVILION Exhibit Concept Gives New Meaning to 'Take it Outdoors'



Whether the need is heavy-duty demonstration space outside or the reduced cost of outdoor exhibit space, the new Pavilion concept by Triad is getting rave reviews. This concept offers an expansive interior with a 25-ft. height in the center and flexible adjustability in 10-ft. length increments.

# HK Systems Island Exhibit Towers Above Competition

## Exhibit Design



Over three stories high, Triad's exhibit design for HK Systems got the attention it deserved, demonstrating its high-speed, automated retrieval system in its 30' x 50' booth space. Components can be reconfigured for other sizes.

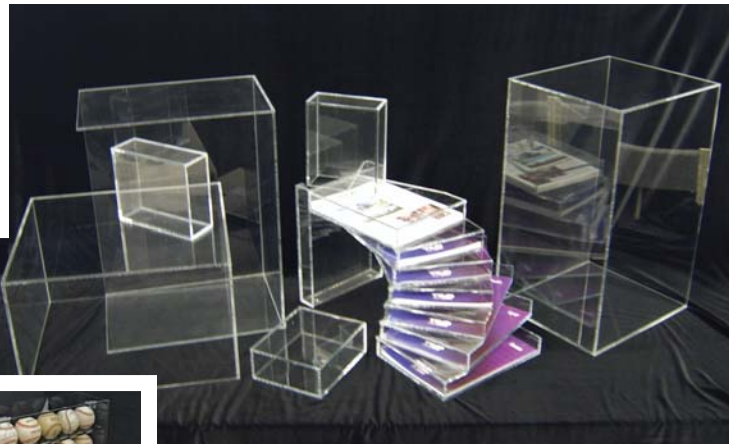
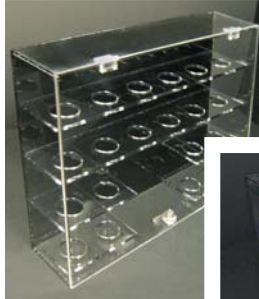


(Detail shows interactive kiosk workstation.)

# A Tribute to Jerry Nell



"Gerald Nell Inc. was my first client," claims Roger Lex, founder of Triad. "I designed their logo when I was in high school in 1964...and they still use it today. Actually, back then it was Gebhard and Nell, and I started painting their signs in my father's garage when I was still in school. I became a tenant of Gerald Nell 40 years ago and have gone through name changes and growth changes and building changes but have never changed landlords... I never wanted to. I could not have asked for a better relationship with a landlord." Jerry Nell passed away this past year after a brave battle with cancer, and will be forever missed.



## Triad Adds Acrylic Fabrication to Its Custom In-House Capabilities

"Custom acrylic fabrication is more of an art than a science," says Claude Shaw, journeyman acrylic fabricator. Invisible seams, polished edges and no bubbles has taken well over a decade to perfect. Claude, once a primary vendor to Triad for this specialized type of work, has now joined the operation in a partnering capacity. His skill set extends to all types of P.O.P. displays and spinners, with the versatility to produce from a "1-up" to 100+ production runs.

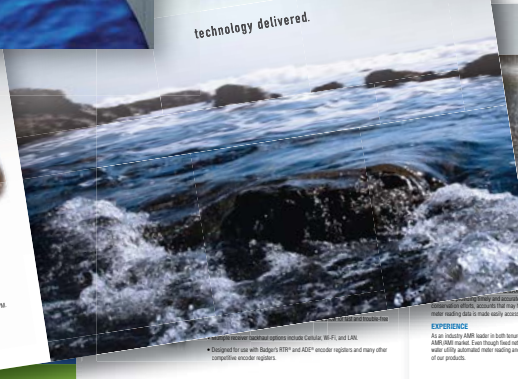
# Triad's Wilbert Exhibit Garneres Another Award

Triad is proud to announce that its Wilbert exhibit design received the 2009 International Award of Excellence from the IFAI judging committee for its creative use of fabric in a trade show exhibit format. This was the fourth award garnered overall by Triad for Wilbert and the second award for this exhibit.



# Triad Designs Badger Meter's Corporate Product Brochure

For two decades, Badger Meter has been a satisfied client of Triad's custom exhibit and trade show service. Now they have also added brochure development to this success story. Triad was given an opportunity to show off their creative graphic ability by redesigning their 24-page corporate product brochure. The dynamic result has gotten rave reviews all the way up the corporate ladder. "We really enjoyed the challenge," said Jean Furman, Art Director. "Our creative staff would like to do more of this type of work."



# Intec Takes Full Advantage of Triad's Scope of Services

What started as a spec design and a quote for one truck evolved into a vehicle lettering work order for an entire fleet of vans and trucks from Intec (Insulation Technologies), a Milwaukee-based company providing solutions for energy efficiency through home performance. Triad then proposed building signage, which was followed by a corporate brochure, ad designs, website and exhibit. By using Triad for all, Intec saved money through production efficiencies and maintained a uniform branding image.



Ad Campaign

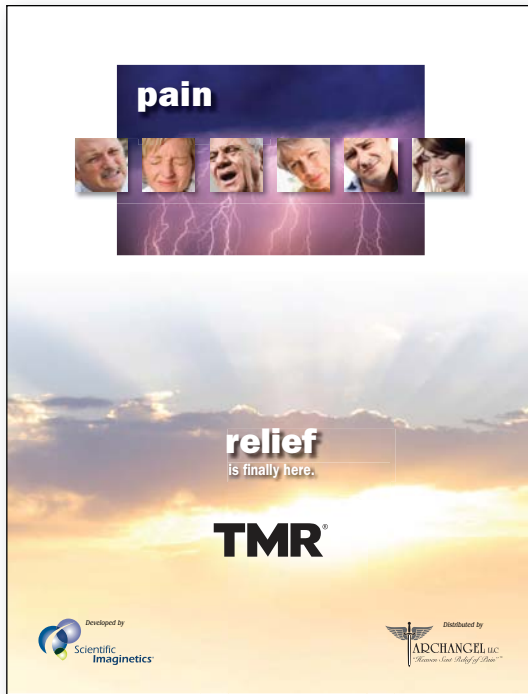


Website



Building Identification and Fleet Vehicle Lettering

# Triad is Heaven Sent to Help Archangel LLC., Market TMR



Triad was selected to help market the medical, non-invasive TMR technology for the mitigation and abatement of pain. Developed in California by Scientific Imaginetics, Archangel LLC has the TMR distribution for the Midwest, covering twelve states. "This cutting-edge product is one of the most exciting challenges to come along in a decade," says Roger Lex, Triad President and Creative Director. "It required an extensive learning curve of the product and its modality, along with acquiring an understanding of medical terminology. Triad has developed the logo, slogan and brochure, with plans for the website and interactive CD.

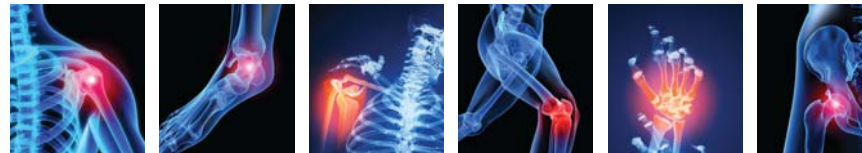


Logo by Triad ▲

# Marketing Design



INTRODUCING **TMR** TECHNOLOGY



# Our Business Sucks...C&I Vacuum

"Our business sucks" laughingly were the first words from Joe Jablonski, owner of C&I Vacuum. This rather unique business of industrial-strength vacuuming is used especially during roof replacement. Triad developed a brochure that expanded his market from his seasonal, exterior-roof mainstay to the year-round combustible dust found in many industrial facilities. Triad did OSHA research to provide the background regarding fires caused by seemingly innocent dust. Patti Andree, Triad staff photographer, took the photos.

# Café Esperanza Marketing Campaign

Café Esperanza challenged Triad to show its marketing expertise in building traffic, especially with their Friday night Fish Fry. Triad responded with a direct mail campaign saturating a 2.5-mile radius of the restaurant, showing photos of select menu items and the gorgeous ambiance hidden beneath its austere exterior. The result was a new Friday night crowd, with some waiting an hour for a table.



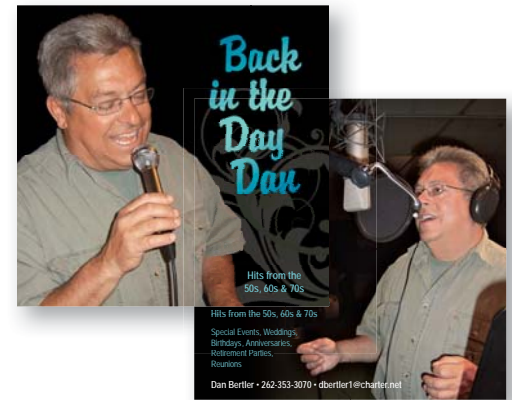
# TRIAD CREATIVITY FINDS NEW NICHE IN MUSIC INDUSTRY



Rick Rand, a long time client in the building and development industry, has added a new venue to his portfolio; Music. Rick started his own label called Arrival Records and is currently focused on taking the band Bascom Hill, recipient of the WAMI Award, under his wing to manage, promote and produce. Rick came to Triad for the cover design and image look of their latest CD. "The band came in with a stack of napkins they had drawn on in a bar and asked if we could make them into a CD cover," said Jean Furman, Art Director. "We scanned some different elements that related to the songs and created a grunge-themed look, which they loved." Triad also did a number of promo pieces and posters for their debut in L.A., along with e-cards and follow-up CD covers.

## Triad Designs CD for Back in the Day Dan

Dan Bertler's teen-idol aspirations with his high school band were interrupted by a stint in the military service, followed by a career in the West Bend Police Department. But dreams never die, they just get put on hold. Now, 30 years later and retired, Dan has the time to pursue his love for singing. Move over Michael Bubl'e. Triad, in the process of designing the logo and brochure for eDream Recording Studios, used the opportunity to get the two together. The result is a CD worthy of any collection. Dan's music appeals to the mature audience, singing classics from the 50s, 60s and 70s, specializing in the wedding, party and cocktail lounge venues. Triad designed the CD cover, website, and posters and is working on a promotional brochure.



www.backinthedaydan.com

# TRIAD HELPS eDREAM STUDIOS HEAR "THE SOUND OF MARKETING"

If you are looking to capture the pure essence of musical sound or voice and want it taken to the next level, Dan Gnader of eDream Studio is the preferred choice. That was the marketing message conveyed in the brochure/mailer designed by Triad Creative Group. Besides solo and small group talent in the studio, eDream works with schools, universities, orchestras and church choirs with the on-site recording of their concerts and the subsequent production of their CDs.





# Triad Shows Raven Gallery The Fine Art of Marketing

Triad designed Raven a logo identity that exuded the creativity you would expect from a fine art gallery. The marketing needs were driven by the business plan that included, a "Space Program" to lease wall space to artists, along with Paint club and figure drawing classes. Other marketing efforts included direct mail programs and themed art shows including the unique "Scary Art Show," and "Scroogefest" a concept in response to the recession with economical Christmas purchases that include art under \$100.



Raven Gallery has launched a NEW **Space Program**<sup>®</sup>

For Out-of-this-World Artists

**RAVEN**  
Gallery & Framing

◀ Logo by Triad

A Gallery with Art to Please Any Palette... and Mouldings for Every Frame of Mind.

**RAVEN**  
Gallery & Framing

## Marketing Design

Raven's Answer to this "Bah Humbug" Recession

### Scrooge Fest

Under \$100

- Art Originals
- Prints, Giclees
- Etchings
- Pottery

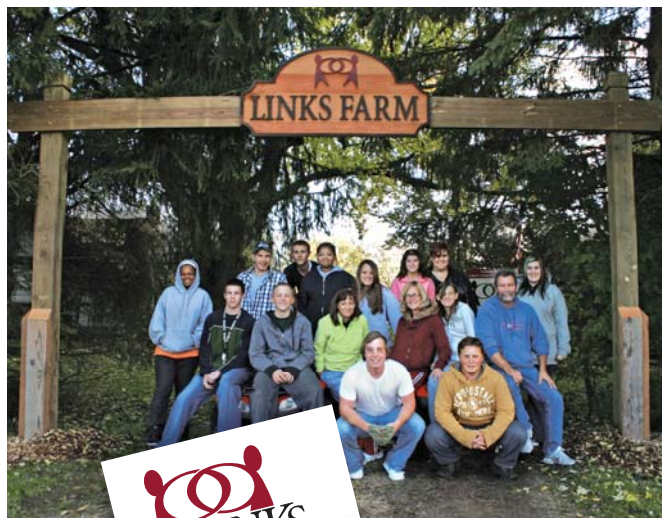
7 Only Shop at Raven Gallery

**RAVEN**  
Gallery & Framing

Presents "GO FIGURE" Live Model Figure Drawing Classes

Optimal drawing experience & strong inspiration. Professional instruction provided. Local and traveling artists. Bring your own supplies.

6 Sessions: \$90  
times: 6-9 PM  
Session Schedule:  
Nov. 2  
Nov. 9  
Nov. 16  
Nov. 30  
Dec. 7  
Dec. 14



Logo by Triad ▶

▲ Entrance Sign by Triad

**LINKS**  
A Program of Teenage Hope.

People Form the Links

**ENCOURAGING STRONG LINKS**  
Each of us becomes either a strong or weak link in the people we touch. We all have the ability to make a positive or negative influence on another person, thus forming a weak link in the chain of events that we call life.

The Strong Links Program is a positive outreach to teenagers who are seeking direction and acceptance. Our focus is to provide understanding, moral values and mentoring guidance, unconditionally.

**STRONG LINKS MISSION**  
To encourage teenagers to make positive life choices through mentoring by caring adults and by providing a wholesome, alternative social environment with fun and safe activities, games, and food amongst friends that also want to share these values.

Mentoring Teenagers to Become Strong Links in the Lives of Others.

[www.stronglinks.org](http://www.stronglinks.org)

**JUVENILE OUTREACH CENTER**  
Once a week, the Links staff counsels troubled kids at the Juvenile Center as mentors, providing a positive influence. Links also helps teens to get drivers licenses, CED diplomas and also through coordination with the Workforce Development Center and James Place.

**COMMUNITY SERVICE SITE**  
Links is involved with the municipal court system providing a site for supervising teens that are working off mandatory community service hours. Links also organizes teen volunteers to provide "good deeds" services for the community.

**MAKING THE DREAM A REALITY**  
The future dreams of Links Farm are admittedly grand, but so is the opportunity to make a difference in the lives of teenagers reaching out for help. It is only with the support of people who also care that this dream can become a reality.

## Triad Gives Back to the Community

Some worthwhile charities don't have marketing budgets. One such case is Strong Links, a local ministry focused on mentoring challenged teens who are on the brink of losing hope. Triad believes in what the organization is doing for the community and has provided it with pro bono or at-cost marketing, ranging from brochures, logo design and signage to tabletop displays and website. If you would like to learn more or be a patron, contact [jay@stronglinks.org](mailto:jay@stronglinks.org) or visit [www.stronglinks.org](http://www.stronglinks.org).

▼ Logo by Triad

## Triad Designs New Brochure for Aunt B's Gourmet Cookies

**Aunt B's**  
HOMEMADE DELICIOUS

"Made from scratch... Batch after batch..."

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

Send the Gift That's Always in "Good Taste"

- Student Packages
- Military Packages
- Corporate Gifts
- Events and Fundraisers
- Employee Thank You
- Sports Fans
- Send a Smile
- Get Well
- Congratulations
- New Baby
- Graduation
- Weddings

Join the "Cookie of the Month" Themed Contests

- Chocolate Chip: Walnuts or Pecans Available (additional charge)
- Oatmeal: With Raisins
- Peanut Butter
- Sugar Cookies: Seasonal Shapes Available
- Toffee Crunch: With Chocolate Chips and Pecans
- Macadamia Nut: With Chocolate Chunks
- Brownie Cookies: With Pecans
- M&M Cookies

## Bryce Styza has Triad Create Identity for Signature Project

The Lodge Apartment Community, due to its grand scope, took over 10 years in the design and approval process. So, it's no wonder that Bryce Styza selected Triad Creative Group to design a signage package befitting its image. "Bryce challenged me to come up with something unique in character with the rustic Lodge theme," said Roger Lex, designer. The design integrated the stone pier element found on the buildings as a means of elevating the sign. The main sign is 2-inch-thick CNC-routed high-density urethane, with the entrance and other signage proportionately smaller. Triad also did the marketing, PR and signage for Bryce Styza's Broadlands golf course community.



Logo by Triad ▶

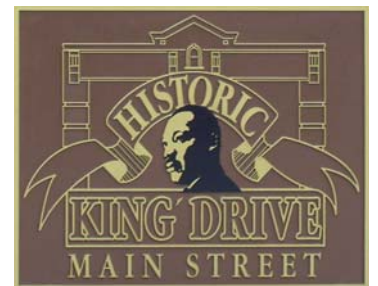


10' x 24' Billboard with Large Format Digital Print



Solid Copper Forced Patina

▼ Logo by Triad



◀ Logo by Triad

Logo by Triad ▶





Day View

Triad Signage  
 does what it's  
 Designed to do...  
 Create an Image  
 and Standout.

◀ Logo by Triad



Night View



High-Density Urethane  
 CNC-Routed Signage



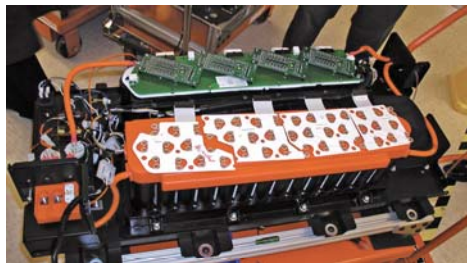
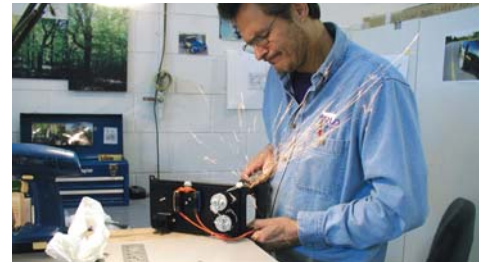
Aluminum Fabricating



# Johnson Controls Selects Triad To Design and Build Cutaway Model of New Hybrid Battery Technology

## Scale Models

Energy efficiency today is being integrated in the product design of our future. Leading the way is Johnson Controls who is pioneering the technology of hybrid batteries. To show off its cutting-edge technology of hybrid batteries at the Detroit Auto Show, Johnson Controls selected Triad Creative Group to build an actual size cut-away model of this new Lithium-Ion technology. To attract attention, Johnson Controls relied on Triad's exhibit design department to create the exterior shroud encasement for the battery with a look that was as cutting-edge as the technology itself. The cut-away model was displayed at the Detroit Auto Show and was noted by peers as one of the featured focal points of the event. Johnson Controls took over 3,000 orders off the Triad model at the show.



## Triad Scale Models Show New Bose Sound Demo Concept

