

An Award-Winning Single Source:

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

TRIAD TIME

Triad Creative Group 2011-2013 Newsletter

Over 45 Years of Creative Excellence

Sharing our success stories... the past 36 months

Triad Defines Harley-Davidson® Environment

RUGGED STRENGTH SPEAKS IMAGE

Harley-Davidson challenged Triad to design a new exhibit for its Retail Environment Group (REG) that defined its corporate culture: tough as steel, unpretentious, and as rugged as the riders themselves. Triad responded with the classic, no-frills look of exposed I-beams and rolled-steel headers. "We forced the steel to rust through an inducing process that we controlled and then clear coated," said Ryan Smoot, account executive and project manager. The custom conference tables and stools involved distressing pine with a special technique, accenting them with rusted metal detailing. "Even the graphics frames were welded from raw steel stock and rust induced," said shop foreman Bob Shaver. The coup de gras was the cocktail tables that Triad designed using poured concrete set on rust-accented steel legs, complete with tire skid marks and an inset faux manhole cover ...talk about taking the show on the road.



30 x 30 exhibit



Triad CNC machine cuts faux manhole cover



1st PLACE AWARD

TRIAD SWEEPS AWARDS AT BUILDERS' EXPO



2nd PLACE AWARD

BIELINSKI FIRST, VICTORY SECOND

Only once before has an exhibit company won both First and Second Place Awards... when Triad did it in 2004. "To repeat this rare and prestigious honor was very exciting," said Roger Lex, president and designer of both exhibits. "This was also the second time Triad's Bielinski exhibit won Best-of-Show honors. Triad is proud to have done the marketing for Bielinski Custom Homes for more than twenty five years.

Triad Develops Simulator for P&H Mining



Bob Shaver constructs simulator framework

"Just as you wouldn't put a pilot in a mega-million-dollar jet without simulator training, P&H Mining has taken the same approach with their mega-million mining shovels," said John Kleis, Senior Account Executive. Triad has partnered with Alliance Technologies to custom fabricate a simulator that does just that. "It's like a giant video game, but it's the real deal," Kleis added. P&H has ordered five so far with more projected next year.



Proposed design for P&H Joy Global 40 x 80 for Mining Show



TRIAD CREATES NEW EXHIBIT FOR ISRAEL-BASED COMPANY

Vargus, an Israel-based company specializing in precision milling bits, received rave reviews for its new 30'x40' exhibit produced by Triad Creative Group for the IMTS Show. "The dramatic high-tech look was achieved with spacious white 12-foot wall panels and a curved canopy that exuded a European-influenced design. Form followed function with product display pedestals, augmented with the addition of a video demo presentation area and large conference room.

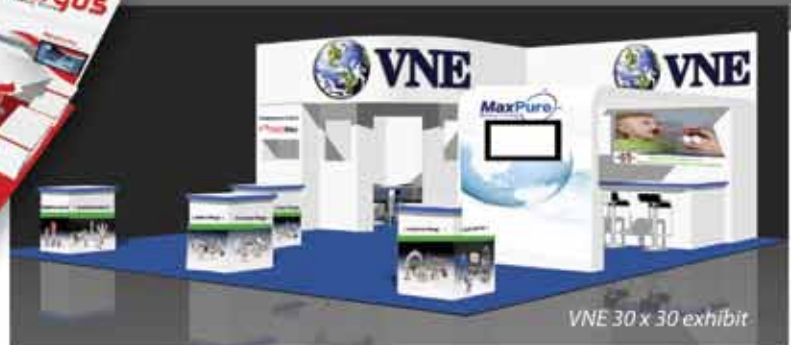
The exhibit design was flexible so that it could be rebranded and retrofitted for its sister company VNE in a 30'x30' booth.



Vargus 30 x 40 exhibit



CAD design depicting space planning and display area layout



VNE 30 x 30 exhibit

TRIAD LAUNCHES NEW EXHIBIT RENTAL COMPANY WITH SHOWROOM FEATURING CUSTOM RENTALS



www.rent-ex.com
414.748.RENT (7368)



Rent-Ex showroom located next door to Triad's corporate headquarters. Open by appointment.

"The recession may have forever changed the way companies look at doing trade shows," said John Kleis, sales director for Triad. "Especially for their smaller shows, they want to remain more flexible, more modular and avoid fixed expenses like storage. Rental is the answer," he added. Triad recognized the demand for a rental solution to the changing dynamics of the industry, but also recognized a disdain for the typical rental look. So Triad used its award-winning design creativity to assemble one of the largest inventories of custom exhibits in the Midwest...all for rent.

Visit the new 7,500-sq.-ft. Rent-Ex Showroom and see how these high-impact exhibits can be customized, branded, and accented with your specific graphics. Rent-Ex provides the

total turnkey spectrum of services including design. Rent-Ex inventory also includes carpet, tables, chairs, plants, video monitors, podiums, kiosks, trusses and more.

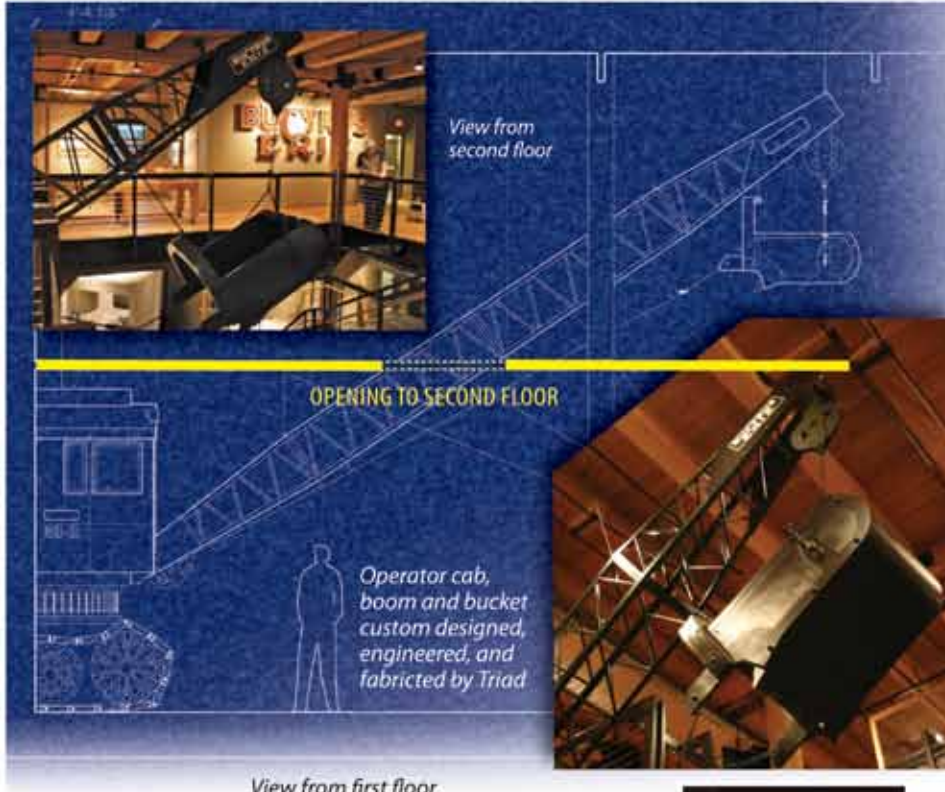
Triad Expands Large Format Printing Capabilities to Support Demand from Museums and Rent-Ex Division



For over a decade, Triad has produced superior large format graphics that have been the focal point of its tradeshow exhibits ranging from Harley-Davidson to Badger Meter. Recently, Triad invested in the latest technology, adding HP's 60" wide, six-color printer that features eco-friendly latex based inks. The result; museum quality and archival longevity. This also broadens the range of printable substrates including artist canvas for giclée quality reproductions and perforated vinyl for window graphics.



Triad Exhibits Expand the Bucyrus Museum



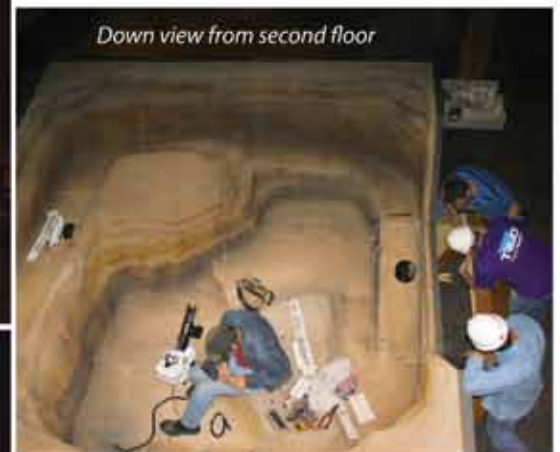
Soon after the Bucyrus museum opened to overwhelming rave reviews, new plans hit the drawing board to expand the museum to the second and third floor. Dramatically pushing the design envelope, this included cutting away a central section of the first-floor ceiling to allow the boom and bucket of a vintage dragline to extend through the ceiling to the second floor. "Triad reproduced the dragline exactly from vintage blueprints and, beneath the bucket, created a scale model of a coal pit with interactive operable model mining equipment," said John Toth, Project Coordinator. Numerous other exhibits were fabricated, from interactive kiosks and touch screens to a giant sandbox built to simulate the bed of a Bucyrus mini-dump truck. Triad also wrote and produced a historical video of Bucyrus' major role in building the Panama Canal.



Vintage Operator Cab



Interactive Displays



Down view from second floor



Putting it All Together

Triad built this 144-sq.-ft. open pit coal mine model with interactive scale Bucyrus equipment that could be maneuvered by the visitors via remote controls.



POTAWATOMI MUSEUM RENOVATED BY TRIAD

Museum Design

Forest County Potawatomi Museum

"It was a rewarding experience working with the respected elders in depicting their tribal culture and history," said John Toth, Project Manager. "They are very proud of their heritage and we were respectful, taking great care in the handling and displaying of their artifacts and memorabilia," he added. Triad also developed several new large-format techniques including a copper tinfoil process for the reproduction of archival photos. Several components of the museum were a collaboration, working with the tribal artisans to add a level of hands-on authenticity.



Interactive Touchscreens



Treaty Wall



Birch Bark and Reed Grass Wigwam



Copper Archival Images

BREHMER AGENCY GETS TRIAD MAKEOVER



Surety Bonding & Insurance

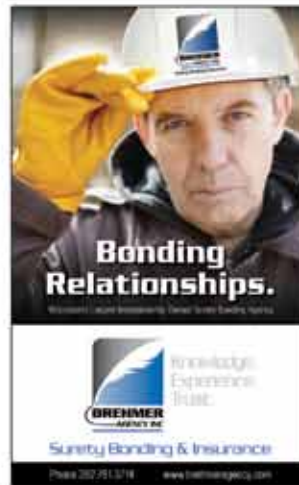
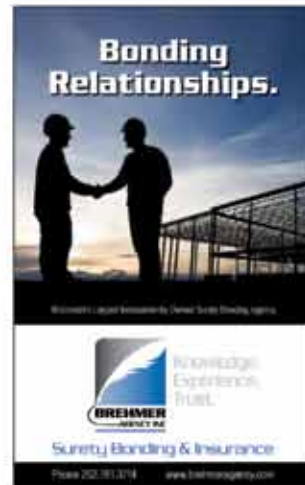
Logo Design

Recognized as a premiere bonding agency in Wisconsin, Randy Brehmer requested Triad to create an image befitting its reputation. "They are specialists in providing bonding for the heavy construction industry, but their existing logo didn't fit," said Roger Lex. The logo that Triad developed portrayed a stronger identity

and upscale image. Triad used that branding to re-design a new ad campaign, brochures, stationery, website and exhibit, followed by a total signage package. The marketing slogan Triad created was "Bonding Relationships" to emphasize the level of trust the agency has earned in the bonding industry.



Brochures



Ad Campaign



Website Design



Tabletop Exhibit



Interior and Exterior Signage



Triad Gives Red Circle Inn a New Flavor

Re-Branding



Logo Design

Red Circle Inn, Wisconsin's oldest restaurant (1848), challenged Triad to give it a fresh look without compromising its heritage and vintage image. It started with a logo branding update that was carried through to new signage, followed by a complete new color palette for inside and out. Marketing then coordinated an ad campaign, updated the website and created a new portable display for the wedding portion of their business. "The owners, Norm and Martha, were great to work with," said creative director Roger Lex, "they really trusted us to update their well-known and repeatedly top-rated restaurant's image without losing its old world charm."



New exterior color palette, Signage and Awnings



Before



Website Design



Ad Campaigns



Historic photos and memorabilia restored, printed and framed by Triad for remodeled lounge area

Triad Tees It Up for Fairway Properties

Triad was retained to create a unique marketing plan targeted to land developers that outlined an opportunity to create golf-view homesites in and around the Olympia Golf Course in Oconomowoc. Triad designed a special direct mail package with a protruding golf ball, sent to all qualified developers in Wisconsin and the Chicago area. It contained a detailed prospectus outlining the land parcels and was supported by site signs and a website.

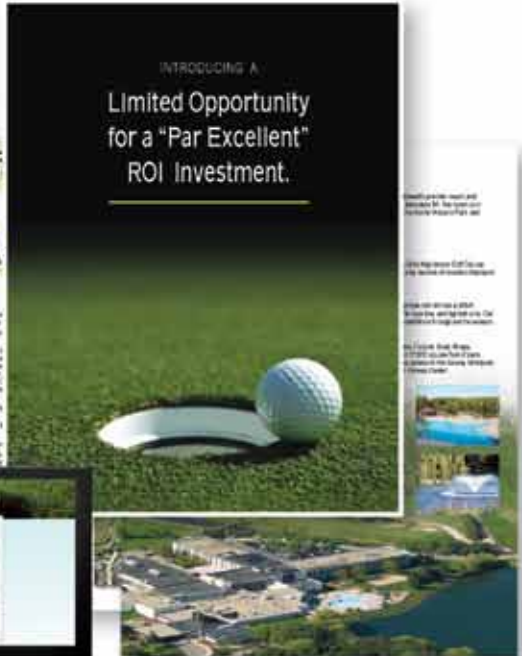


Logo Design



Site Signs

Website Design



Brochure Prospectus



Corporate Logo
Brochure



Product Logo

Real Estate Sales



Ad Campaign



Brochure

Plat Illustration and Cover Photography by Triad

Real Estate Development

Over the past 45 years, Triad has earned the enviable distinction of being the premier marketing source for real estate. From Custom Home Builders, Apartment Communities and Condominiums to Commercial and Residential land development, Triad has provided total turnkey marketing plans. Triad also marketed the first Condominium in Metro-Milwaukee in 1969 and has since promoted more than 100 projects in Wisconsin and six other states.



TRIAD CREATES NEW 'ENERGY PARK' EXHIBITS AT STATE FAIR WITH INTERACTIVE DISPLAYS

"The new interactive exhibits are educational, fun, and targeted towards children, showing the different types of energy, the process of harnessing them and how they affect daily life," said Scott Siebenlist, Vice President. Some of the most popular display themes were the ones that operated like pinball machines, with the ball activating sensors that would light the way as it traveled from the various energy sources to the commercial, industrial and residential users.



Exhibit Design



TRIAD PRODUCES POP DISPLAYS

The Triad team partnered with Caliendo Promotions & Incentives (CPI), to design and fabricate several hundred custom product displays for Bacardi Rum. These displays will appear in major retail stores across the U.S.

TRIAD'S SHARP DESIGN FITS SHARP'S IMAGE

Tradeshows in the packaging industry are all about what's new, the latest technology, and how it relates to being faster and more efficient. Sharp Packaging wanted an

exhibit environment as cutting edge as their equipment. Triad came up with a design that's aglow with red LED lighting and a rotating header to set the stage.



Sharp Packaging 20 x 50 exhibit

RESIN-IMBEDDED GRAPHICS MEAN LONGEVITY

Historical sites and trails throughout Wisconsin are defined by interpretive signage that provides information, historical facts, details, statistics and more. The Historical Societies rely on Triad to create dynamic graphic designs that tell a story. These images are imbedded in 1/2" deep clear resin to protect them from severe weather, sun fading and vandalism.



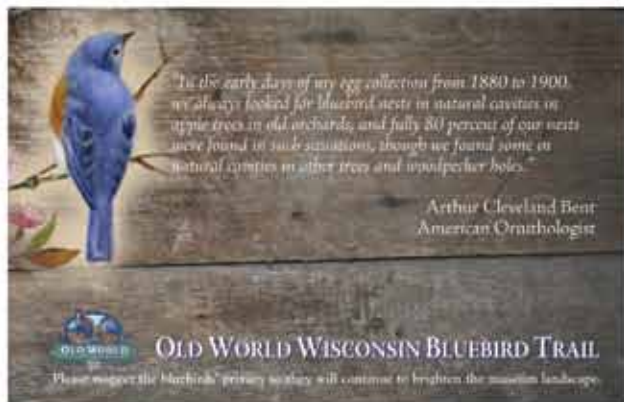
Triad designed and fabricated custom steel bases



Maritime Trail Markers for Wisconsin Historical Society



OLD WORLD WISCONSIN



Interpretive Trail Markers throughout Old World Wisconsin



CITY OF BROOKFIELD



Aquatic Center in Wirth Park, Brookfield



Triad redesigned and produced all signs for the Park System

Surviving the Test of Time Is a Good Sign

Signage

For nearly five decades, Triad has designed and produced literally thousands of signs that define the Metro-Milwaukee Marketplace. You can't drive a mile in any direction without passing a Triad sign, building identification, vehicle lettering or award-winning design of an entrance way. From 2-dimensional vinyl and 3-dimensional CNC-routed signs to LED illumination, Triad designs create an image-building first impression that lasts.



Triad CNC carves dimensional signs out of high-density urethane



Briggs & Stratton campus signage design (pending)

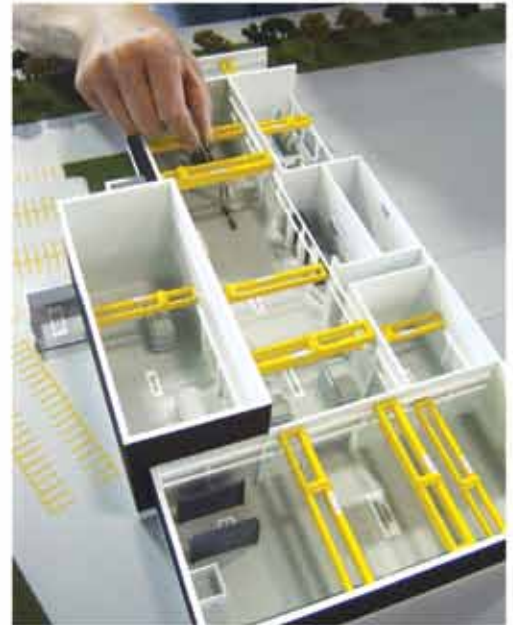


Triad has maintained Gerald Nell signs and directories for more than 45 years

Scale Models

WAUKESHA ELECTRIC HAS TRIAD HELP PREVIEW NEW BUILDING EXPANSION

Triad was called on by client Waukesha Electric, now SPX Transformer Solutions, to help them preview and market their growth plans with a rendering and scale model of their new production facility and building expansion.



DIGGERS HOTLINE MODEL TELLS THEIR HIDDEN STORY

Triad helped Diggers Hotline tell their story with an actual-size cutaway model revealing what is typically beneath the ground in your own yard. The display successfully created awareness and viewers were amazed to see the amount of potentially dangerous cable and pipe that was literally so close to the surface.



Cutaway model under construction



Timeline Display Wall