



For Immediate Release:

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Barrett Introduces New Identity for Contract Decor International

CAMBRIDGE, MASS—Barrett Communications recently completed the creation of identity and collateral materials for Contract Decor International, as well as the design and development a new Web site.

As the hospitality industry's leading source for high-quality, custom-manufactured window treatments and bedcovers, Contract Decor International (CDI) of Brockton, Massachusetts, has thrived for more than 10 years on word of mouth, repeat business, and industry relationships. To further promote and develop their business, CDI hired Barrett Communications to create a brand identity and apply it to a stationery system, corporate brochure, and Web site.

After creating the company's new logo, a stationery system was built comprised of vertical and horizontal letterhead, standard #10 envelopes, and numerous business cards. A twenty-page corporate brochure provides information about the company's history, services, and past successes complimented by a diverse range of rich images that capture CDI's vast experience, attention to detail, and superior craftsmanship.

According to Mike Handler, Vice President of CDI, "it's our job to make the lives of our customers easier." To do so, the Web site was designed to provide prospective customers with tools such as a "Spec Builder," "Project Tracker," and "Tips and Trends" section. The Spec Build is an interactive form that allows designers to easily and efficiently define project specifications used by manufacturers in determining production costs. The Project Tracker is a password-protected extranet feature that gives current customers the ability to track project milestones online. The Tips and Trends section hosts informative articles and advise columns as well as a glossary of industry terms. The data-driven site is managed through a powerful content management system built by Newfangled Web Factory of Providence, Rhode Island, and allows personnel with zero HTML knowledge to edit, add, and remove content easily from the site.

Founded in 1987, Barrett Communications is a big-picture graphic design firm that believes successful communications involve the audience in a clear and motivating dialogue across a rich mix of print and interactive media. To achieve this goal, they engage clients in collaborative and honest interactions resulting in design solutions that speak, solve, and sell.

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