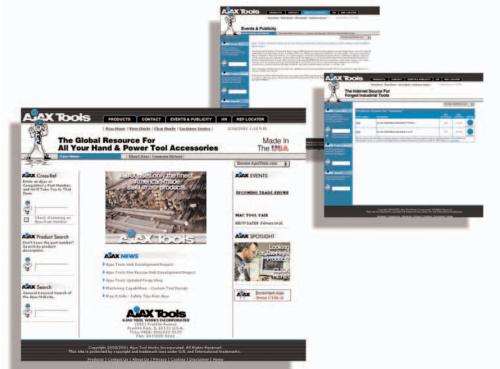
design portfolio

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Ajaxtool Works

For more than 50 years Ajax Tool Works followed the standard sales and marketing process consistent with its industry, a paper catalog, a company newsletter and the occasional trade show.

You need inteloquence. Total Telephore Tele

These tools work, but without updating and maintenance the message gets stale, and since the catalog hadn't been updated for over a decade, stale becomes quite an understatement.

We created a new look and feel for the content, brought together a 14,000 piece cross reference, produced an online catalog an event schedule, and order processing for over 5,000 catalog items.

The site now generates traffic equivalent to a year's worth of trade shows every month.

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