

# brand development

## Frain Group Inc.

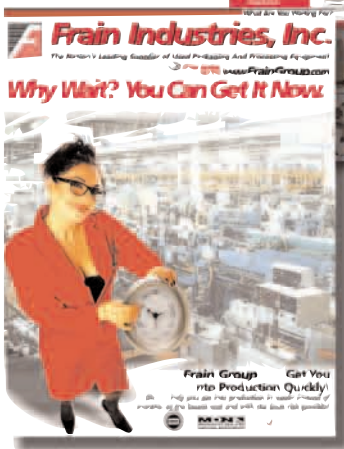
Sales is everything. That's why Frain Industries has become so successful. In less than 20 years the company came from startup to being a National leader in Packaging and Processing Equipment for Food Service.

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Making sales happen is also why Frain replaced their previous agencies with Inteloquence.

In less than 6 weeks we produced a live-ecommerce enabled site with more than 7200 pages for over 3600 pieces of inventory. This site includes a custom search engine, a live product specifier for over 115 different categories, an on-line quotation utility, multiple log-ins and sign ons for user access, a discussion group, and advanced data collection for user preference and visitation.

We created a new image, a new website, a complete branding initiative including magazine ads, a direct mail plan, a public relations campaign, a multimedia presentation, a 52 page catalog, and are currently working on three infomercials for the firm, along with three other business units the company owns.



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