

Case Study

Client:
Dormer Tools

Project:
D World Magazine



“Our newsletter is an essential part of our communication strategy. Broadsword's professional and proactive approach to all aspects of the print process has added significant value to the project. Not only do they make a point of exceeding our exacting requirements but they are also a pleasure to deal with.”

Simon Winstanley
Dormer Tools

Existing client Dormer Tools came to us knowing our reputation for unusual and complex products when they needed to meet the rigorous demands of global distribution for their corporate magazine.

We were briefed with printing and distributing the magazine in 11 languages and across 12 countries (including India, New Zealand, Singapore, Canada and Australia). This was to be achieved using the artwork supplied by Dormer's Swedish designer, Spoon publishing AB.

To compliment the magazine, countertop presentation boxes are required and included in the distribution. These presentation boxes were designed in line with Dormer's global brand and manufactured to hold 50 individual magazines. They are then used across the globe to display and distribute the magazines from countertops.

With each issue, upon completion of the magazine and presentation box the complex job of distribution begins. Varying quantities of the individual language magazines are packed into the presentation boxes at our distribution centre and then palletized along with the loose magazines. These in turn are shipped to Dormer branches worldwide.