

Project Case Study



Comprehensive sets of technical datasheets describing the client's innovative building and cladding systems.

Client

Strutherm Ltd.

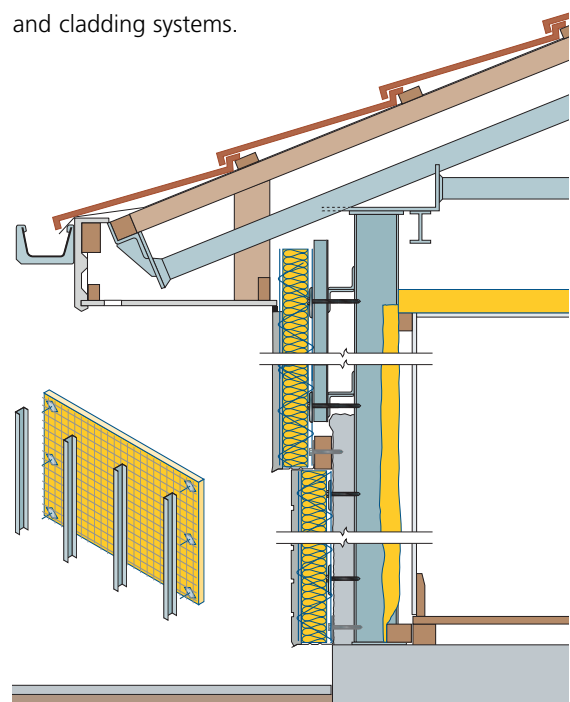
The Project

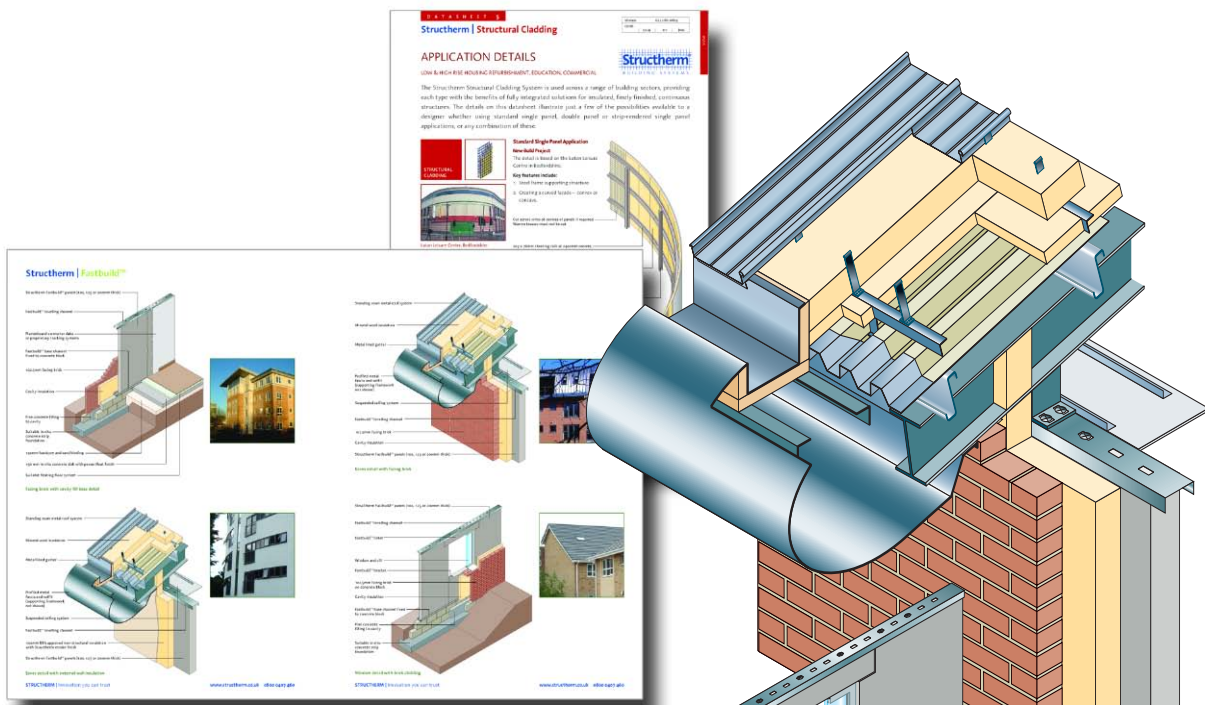
Sets of technical datasheets that provide concise yet highly informative descriptions of the client's range of building and cladding systems available for architects and specifiers covering:

- Fastbuild™ prefabricated structural concrete panel system as loadbearing structure in its own right.
- Thru-Wall rigid wall panel system applied to framed structures.
- Structural insulated, two-way spanning cladding system.
- Non-structural external wall insulation cladding system.
- Renders and finishes.

Objectives

To raise awareness of the benefits and high performance characteristics of the prefabricated concrete structural and non-structural whole building and cladding systems.





Work undertaken

- Project management and client liaison.
- Organisational logic – structuring of content.
- Graphic design concept and layout.
- Technical writing and editing.
- Technical illustrations.

Feedback

The literature has been well received and is seen as a useful tool to talk through with clients. The client has also said that the literature has helped contribute to the company's 40% increase in turnover during 2006.

