



**140%**  
**UPLIFT**  
**IN SALES**

## FIBRE CORE TECHIE

Fibrecore wanted to differentiate their brand and create a brochure that was different to the usual 'techie' style used by its competitors.

Design agency Everyone Design printed Fibrecore's brochure using turquoise coloured paper. The colour was used for the brand to represent energy, wisdom and clarity and complemented the simple, non-techie design and copy of the brochures.