



In need of new corporate literature, **TÜV Rheinland** required a brochure that would cross-sell its multiple service lines. The piece needed to present the company's diverse business offerings in a way that would appeal to North American manufacturers seeking a partner for global market access, certification, testing and assessment services.

Catalyst took a fresh approach, creating a layout with plenty of white space and graphic lines to simplify review of the brochure's content. TÜV Rheinland was so inspired by the new design that the company ultimately requested all of its sales literature and trade show booths be revised to follow suit.

The campaign Catalyst created resulted in:

- A strong, new look for all of TÜV Rheinland's sales materials.
- A simplified presentation of the company's growing list of business services.
- A versatile brochure that included a two-page quick reference guide and pocket folder for customizable materials.