

Client Spotlight: Cascade Engineering



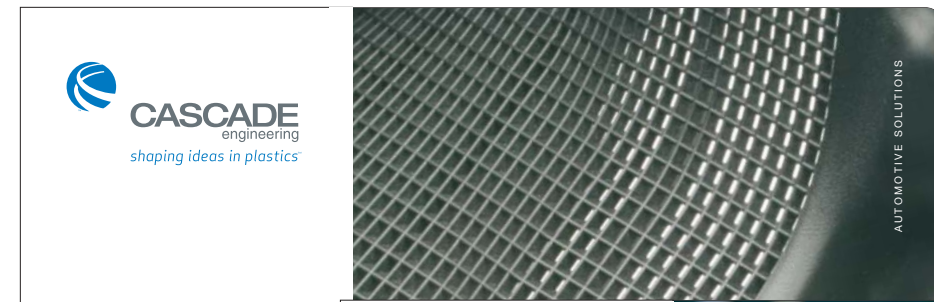
Corporate vision
literature



The most solid brand ideas are not invented, but discovered. Cascade Engineering is a plastic injection molding company with core values and capabilities that are completely distinctive from its competition. As one of a handful of companies with large format injection molding machines, it is not surprising to learn that Cascade is one the country's leading manufacturer's of Two-Yard waste containers (Or dumpsters, if you're not in the business.) But less well known is that Cascade distinguished itself by using its capabilities to make a recyclable plastic car. Why? Because making a recyclable car was a way to marry its capabilities and core values.



Corporate capabilities literature



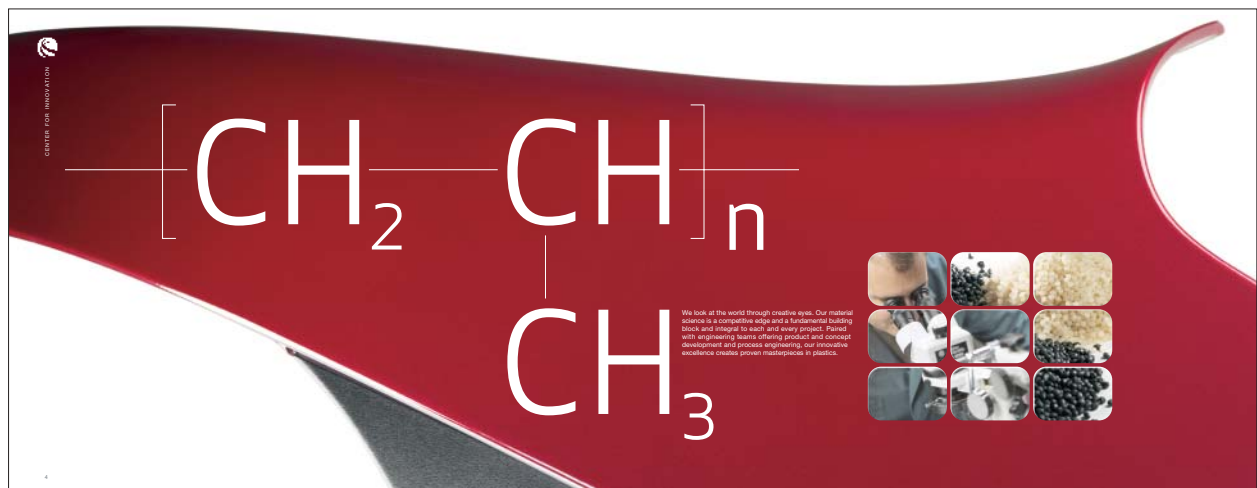
Automotive, Industrial and Solid Waste Solutions literature



In fact, discovering and communicating the core values of Cascade is central to understanding its brand promise. Cascade is innovative. Passionate about the environment. Boundlessly creative and capable with plastics. Committed to fruitful and collaborative relationships with its customers. They are not just manufacturers, but sculptors, dreamers, inventors and innovators. And that makes Cascade more than just another plastics company, it makes it a distinctive brand. Cascade is a place that is shaping ideas in plastics.



Felder helped shape the identity and message of Cascade beginning with in-depth executive interviews and culminating in the communications materials represented here. The capabilities of Cascade, described in detail throughout these brochures, are impressive. But the company's capabilities are always crafted in the context of its promise, and that makes it an even more impressive brand.



Felder understands that people respond to brands. People trust, interact and move to the promise of brands. Great manufacturer brands have the power to differentiate, make a relevant connection, and make a difference in both their industry and in the world.

Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Visit us at www.felder.com to see more examples of our brand-building success.



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