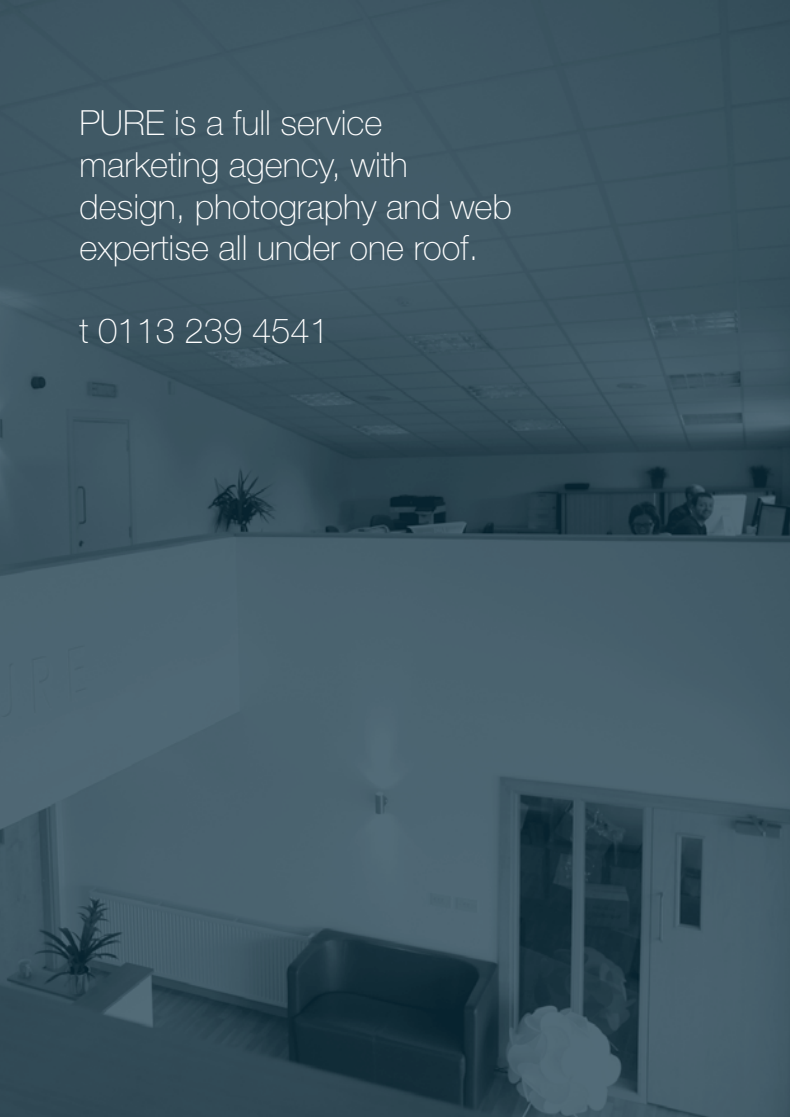


PURE

**DESIGN. WEB. PHOTOGRAPHY. VIDEO**

PURE is a full service  
marketing agency, with  
design, photography and web  
expertise all under one roof.

t 0113 239 4541



PURE has been helping organisations to build memorable brand identities and bring products to market for over 10 years. By understanding our clients' business processes and the way in which they wish to engage with their target audiences, we develop communication materials that generate new business opportunities.



Behind the marketing and advertising materials we produce is a team of designers, programmers, photographers and marketing strategists. By pooling our creative skills, we develop integrated marketing campaigns which deliver a true return on investment.

Having the right people in one place at the same time means that projects can be turned around within tight timescales - whether that's a brochure, a website or an exhibition presence our flexibility to react to a diverse set of requirements is one of our key strengths.





## **STUDIO ONE**

The main photographic studio is large enough to accommodate up to four roomsets at once, with infinity coving and a floating ceiling that creates the perfect blank canvas for stunning photography and TV adverts.



## **STUDIO TWO**

Providing a completely controlled, clean environment, Studio Two is ideal for smaller product photography or crisp, clean cut out shots ready to drop into a brochure, website or catalogue.





Having two studios means that we can accommodate multiple assignments, devoting the space and time that each client deserves to creating pin sharp images which translate seamlessly into print, web or multimedia settings.



# **DESIGN.**

Professional design is at the heart of everything we do at PURE. We develop strong brand identities which stand the test of time. Our design expertise also extends across the brochures, catalogues, packaging and other printed documents that we produce.

# WEB.

PURE mixes creative web design skills with expert programming and animation to deliver web presences with impact. We supply a full portfolio of web and multimedia services, including e-commerce packages, animation, interactive presentations and DVDs/CD Roms.





# **PHOTOGRAPHY.**

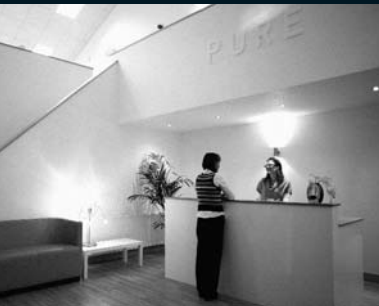
We provide studio and location photography services that give outstanding images for use in marketing and promotional materials. Whatever your product or service, you can rely on PURE to create images which inspire and inform.

# VIDEO.

PURE's video skills are used in product information packs, corporate presentations and TV adverts that grab the viewer's attention and captivate them for as long as necessary. Full scriptwriting and post production editing are also covered to take your message from storyboard to screen in one easy step.







As you might expect our approach to marketing is straightforward. We develop marketing materials that showcase products and services to their very best advantage to increase sales and market awareness.

Rather than talking about ourselves, we take the time to listen to our clients and understand where they want to take their business to.

Then we create the branding and marketing support materials to achieve that vision as quickly and cost-effectively as possible. Why make marketing complicated?

## **OUR WORK.**

Our clients are very proud of the work we do for them.

Take a look for yourself and imagine what we might be able to do for you and your business...





We have worked with Knightsbridge Furniture on multiple aspects of their marketing literature.

From functional 80-page furniture catalogues for the healthcare marketplace to glossy look books for high end boutique-style hotel furniture, we provide photography and design that work together to reflect the client's own personal attention to practical details which make all the difference.













stylist  
stacking

40

3  
in Back & Nina Chairs

Multi-Purpose Seating



**IONA RANGE**  
shown in Uionello Impressions  
13705 Lovetec

**IONAK4802**  
Armchair

H	W	D	AH	SH
820	610	690	650	450
32	24	27	26	18

**IONAK4811**  
Upright Armless Chair

H	W	D	AH	SH
800	460	600	460	120
31	18	24	18	12

**PARALEZZA L'UNIVERSITÀ**  
spazio al giovane, ma  
Maurizio Pini, 1980

**PARALEZZA**  
spazio al giovane, ma



**DEIMAC351**  
shown in Uionello Impressions  
55,05

**DEIMAC351**  
Stacking Armchair

H	W	D	AH
850	560	600	450
33	22	18	18

For details of these  
tables please contact  
Available in many

**IONAK4803**  
Armless Chair

H	W	D	AH	SH
820	510	690	450	18
32	20	27	18	18

**IONAK4812**  
Upright Armchair

H	W	D	AH	SH
800	550	610	680	460
31	22	24	27	18

**PARALEZZA**  
Stacking Armchair

H	W	D	AH	SH
850	560	600	450	18
33	22	18	18	18







When you sell a product destined for the über-rich and famous, consistency and quality take on a new meaning.

PURE has created a hard back book which sums up the signature style of Hield, combining elegant photography with bold design.



21 722 723

OUR WORK. 31

41 742

61 762

81 782









PURE create the perfect settings for stunning studio photography. We carefully style and prop the roomsets for April Bathroom Products so they act as the right backdrop for this innovative range of shower enclosures.

We have also worked on developing new logos and brandings for April, designing brochures and POS materials to roll the messages out to distribution partners and end users.















Simplicity is sometimes all that's needed for a striking brochure. Royce Morgan wanted a brochure to raise the bar with their range of freestanding contemporary and traditional baths, without spending a fortune.

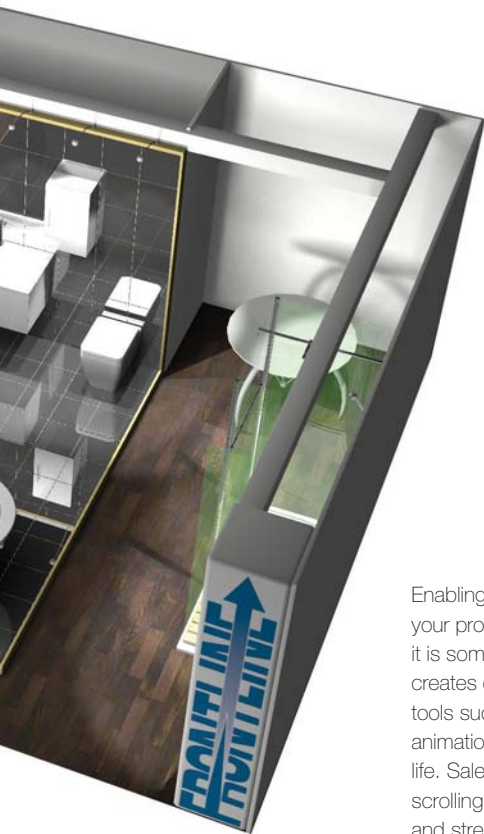






PURE developed branding and underpinned this with elegant photography and a stylish brochure to create an image that reflects the quality of the products.





Enabling customers to visualise your product without having seen it is sometimes tricky. PURE creates experiential marketing tools such as 3-D renders and animations that bring products to life. Sales presentation materials, scrolling movies for exhibitions and streaming graphics into websites can deliver a message which is as good as the real thing.

**B&Q** SELECT



## *bathroom cabinet*

**MULTI COMPARTMENT CABINET - MIRRORED**

- *Stainless steel*
- *Safety mirrors*
- *Multi-compartment storage*
- *Shelves within the doors*
- *Chrome peg handle*

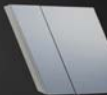


**B&Q** SELECT

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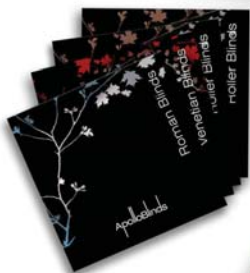


The right packaging will sell a product. PURE develops packaging designs which stand out with clear messaging and imagery which enables customers to make an informed brand choice and inspire customer loyalty.

No wonder many of our packaging designs, from pet foods to lifestyle drinks, will be found on the shelves of leading retailers.











Our work for Apollo has included sales presenters which showcase an amazing choice of fabrics and accessories for all types of blinds, as well as posters for use in store and a website which includes a Store Locator service.

Generating enquiries is key for Apollo Blinds so we have devised a consistent approach to local and national press advertising, as well as handy 'at a glance' guides to product ranges and seasonal posters/banners for use in store.

Studio and location photography was also provided by PURE as an integral part of this project.



PURE captured Drew Forsyth's exacting approach to making handmade kitchens and turned it into a beautiful brochure, press advertising, website and other supporting marketing materials to create a totally new look to the company's marketing materials.



# DREW FORSYTH & CO. HANDMADE FURNITURE

Drew Forsyth & Co. designs and makes bespoke furniture, designed to enhance the beauty of your home and your lifestyle. From classic, traditional, contemporary and modern styles, we individually create furniture that brings your vision to life. The craftsmanship of handmade furniture makes it a timeless piece.

We also undertake an extensive approach to creating furniture designs which capture your design.

*Welcome*

## THE MATCH





The results speak for themselves with their investment in new marketing literature paying huge dividends in terms of new customers and business opportunities.









PURE designs mail order brochures which inspire customers to order off the page. Quality photography and clear design are the hallmarks of our mail order brochures, which often tie in with an e-commerce website to give customers the option to buy online.







**4. EFFICIENCY:** 'Always on - no need to stress about trying to connect to the internet through a wireless hotspot. Have time to enjoy your coffee at the internet café.'



Illustration expertise came to the fore in this Guide to Blackberry Etiquette.











health care  
cash plan

up to  
£360 on Optical Care  
£280 on Dental care P/L10  
22 other benefits



Claim back **cash** for everyday health care

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NEW GLASSES

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[www.sovereignhealthcare.co.uk](http://www.sovereignhealthcare.co.uk)

PURE was appointed to handle a complete brand re-fresh for Sovereign Healthcare. This included brand identity, brochures, policy documents and billboard advertising. We have also produced a DVD for Sovereign Healthcare which introduces their products and services to the corporate marketplace.

















Contract furniture for the hotel marketplace needs to look just as home in a roomset as it will in a 5 Star Hotel and that's why YTM work with PURE to create roomsets which conjure up a luxurious look and feel. Lighting and colour schemes are carefully thought out for each range of furniture to show a true diversity throughout the finished brochure.





We have designed and produced brochures for the Hotel and Care Home marketplaces, as well as a website, to appeal to the various sectors which YTM serves.

Strong brand messaging stops  
traffic or, in this case of complete  
brand re-fresh, sells houses.



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FOR SALE





Product brochures can sometimes end up bland, but PURE devised a memorably clear design for Rocol's Industrial Safety Products brochure which translates across 4 different languages. Location and studio photography was an important factor in this project.



Easylin

The ultimate line...

ROCOL

Asso. + Comp.



Our DVD brings the features and benefits of the innovative Easyline product to life with state of the art computer generated 3-D renders.







The branding and brand name for Cascade, devised by PURE, was rolled into a brochure to introduce the benefits of this HR & Payroll Software to human resources and personnel directors.





Another example of our packaging work - this time for downlighters which stand up the rigors of extreme heat. PURE also produced a video which films these lights in action during a fire-test.



Technical specifications sit comfortably alongside stylish product photography in these catalogues destined for architects and lighting specialists.



PURE scripted, filmed and produced a DVD to promote the features and benefits of a digital photographic imaging system for orthodontists.

This also included real time software demonstrations to show the flexibility of the product.











Lifestyle products need to hit exactly the right tone to appeal to their discerning customer base.

PURE designed the packaging and marketing materials to support the launch of a new range of lifestyle drinks, including a website with animation to inform and engage.

This 100 page wine brochure takes arguably one of France's finest exports (wine) and combines it with an organically-inspired design to encourage private and trade buyers to sample the delights of the Languedoc-Roussillon region.

An online shop completes the wine-buying experience without losing the personality of the brand or its owners.









The e-marketing campaigns and datasheets PURE has designed and delivered for German-based firm Tandberg data sum up the heavyweight status of this data storage medium. Hard-hitting messages delivered in line with corporate guidelines have elevated Tandberg's market position in the UK to new levels.

active sno.sports apparel

dare2be





PURE was appointed to design Regatta's range of ski-wear and corporatewear brochures.

Our product and location photography shows the product at its best and we also devised supporting materials for retailers including Point of Sale.







**BY CAR.**

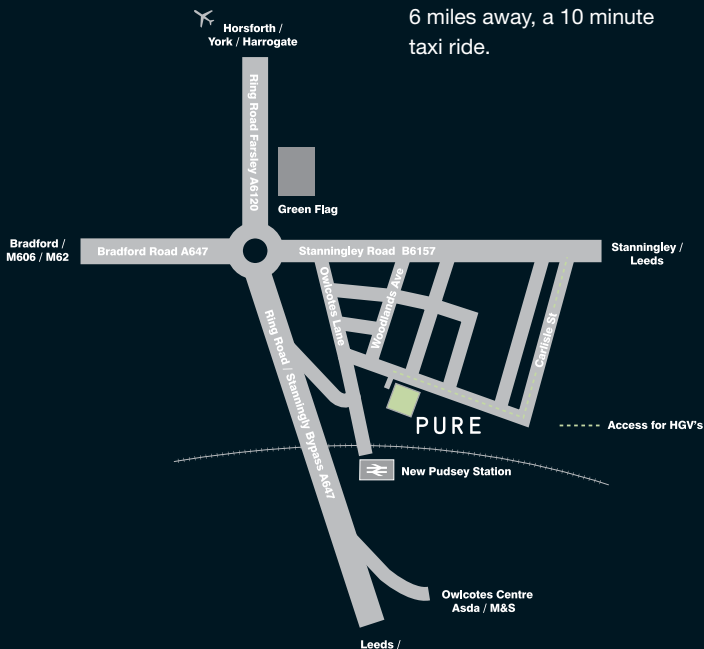
We are located just off of the Leeds Ring Road near to Asda and Marks and Spencer (Owlcotes). If you exit the ring road at the New Pudsey railway slip road you will find us!

**BY RAIL.**

PURE is conveniently located next to New Pudsey Railway Station, 10 minutes train journey from Leeds City Station.

**BY AIR.**

Leeds Bradford Airport is 6 miles away, a 10 minute taxi ride.



# NOW WHAT ABOUT YOU?

That's a bit about us.  
Now what about you?

If you would like to arrange a meeting or have any questions, please contact us at:

PURE Creative Marketing Ltd  
Dawsons House  
Owlcotes Lane  
Pudsey  
Leeds  
LS28 6PY

**t 0113 239 4541**

**f 0113 255 9870**

**info@puredesign.net**

**www.puredesign.net**

PURE

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