



Step Into the Ring

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RECENT HOT NEWS

Welcome New Clients!



Bull's-Eye welcomes three new clients! **OFS**, is a international corporation that provides fiber optic solutions. The company manufactures and markets leading-edge fusion splicers, optical fiber, optical cable, fiber to the home (FTTX), connectivity, optical components and specialty products. [ofsoptics](#)

Data Center Resources, based out of Atlanta, Georgia, is a company that provides data center infrastructure solutions. The company offers extensive expertise in tailoring the best approach with leading manufacture and proprietary products. [datacenterresources](#)

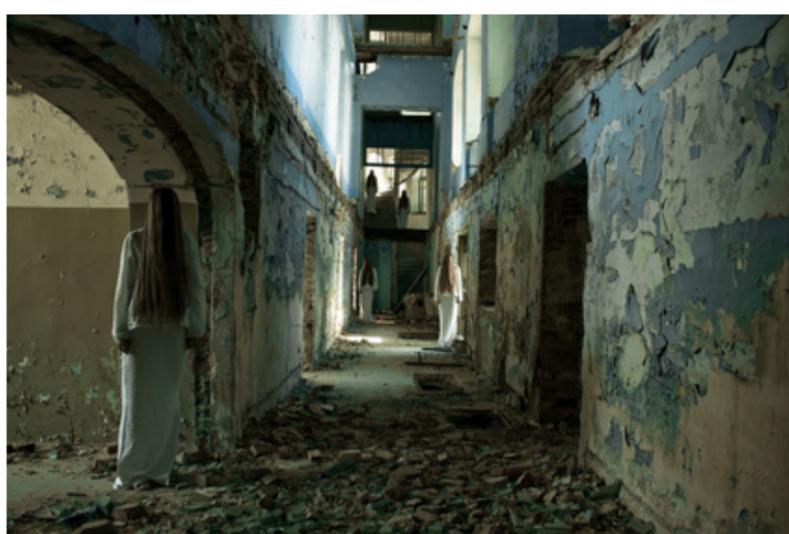
CAD/CAM Solutions, is a computer aided design software company that helps improve machining methods and techniques. The firm develops and markets leading-edge software for milling, turning and routing design. [cad/camsolutions](#)

Celebrating 20 Years with AIGA!



Bull's-Eye is proud to celebrate 20 years as a member of AIGA (American Institute of Graphic Arts.) AIGA is the premiere professional association for the graphic arts. With 68 national chapters and over 25,000 members, the organization helps advance design as a profession, defines ethical business practices, offers educational development and advocates with government and business for the industry. [AIGA](#)

Print: The Walking Dead?



To read the headlines you see in the business press, the Internet has been digging the grave for print marketing for decades now. The business press should know the story well, to be sure, since it's been moving from print to digital formats over that same period of time.

So, why isn't print long dead and buried... and why are so many marketers, communication pros and business owners still relying on print materials to leverage sales? The obvious answer is that print isn't dead, and in reality probably won't ever be. While this might run contrary to what some of the so called "experts" say, there are three good reasons print will continue to remain with us in the digital era:

1. Print pieces don't die. Within a second, a digital message can be lost in the ever increasing noise of digital media. Print, on the other hand, tends to hang around, can't be switched "off" as easily and forces your reader to physically handle it. Tangibility leads to memorability.

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OFS Corporate Capability Presentation



Less is more when it comes to the recently revised corporate foundation presentation for OFS. The company manufactures and markets leading-edge fusion splicers, optical fiber, optical cable, fiber to the home (FTTX), connectivity, optical components and specialty products.

The OFS sales team uses the presentation at meetings with new or existing customers to overview the company and its services. The previous presentation was a mix and match collaboration of information, design, and imagery developed by various units of the company.

The client wanted the revised presentation to look fresh and modern, reflect current brand standards and be concise with a more graphical look. Bull's-Eye refined and streamlined the presentation, incorporated a consistent brand look while making it more graphically engaging to the audience. [\(Click the thumbnail to go to a larger image of the presentation.\)](#)

Exedin's New Marketing Collateral Materials Really Add Up!



Bull's-Eye was enlisted by Exedin, a software education and training center in Namibia, Africa, to assist in the design and development of marketing collateral materials to promote its courses. The company is the premiere Windows platform software training center in the nation's capital of Windhoek.

Bull's-Eye developed a printed trifold brochure and course agenda for prospective students. These will be distributed on-site as well as at trade shows that Exedin attends. The customer was very pleased with Bull's-Eye final product and stated: "SIMPLY AMAZING all around!!!, your team is very talented". [\(Click the thumbnail to go to a larger image of the collateral materials.\)](#)