

# Case Study

## Lacey Simmons

**Sector:** Building, Construction

**Market:** Developers, Housing Associations, Local Authorities, Charities, Education, Healthcare, Commercial



### Background

Lacey Simmons is a large, family owned commercial and residential construction firm in the south east of England.

### Objectives

At the start of our work in 1998, initially the client required a new corporate brochure. The requirement was for a smart new image, in keeping with their identity yet creating a document that would set the company apart from its competitors.

Later, Shere was asked to produce a time-lapse record of a landmark construction project. Other projects have included the development of the company's first web site.

Most recently Shere has produced the company's Centenary Brochure.

### Solution

Shere developed new copy content and new design then chose a blind-embossed cover for the brochure that has distinguished the company in a busy market, both in style and quality of content.

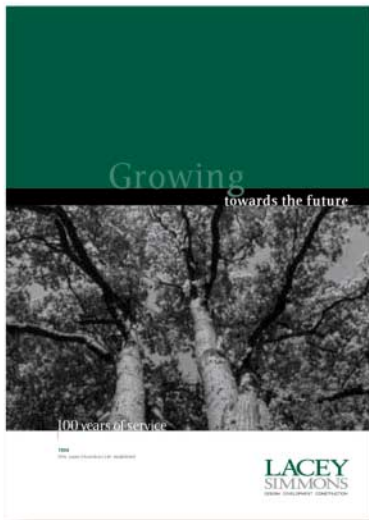
The web site was styled on the brochure concept thus creating a co-ordinated and consistent presentation of the company.

### Results

Recipients still regularly praise the corporate brochure – six years after it was first printed.

The web site, at [www.laceysimmons.co.uk](http://www.laceysimmons.co.uk) continues to present the company as modern and professional.





**Client comment**

“Thank you very much indeed for our brochures that have been well received by all of us at Elmbridge House. We would like to take this opportunity to extend our thanks to all your extremely professional team at Shere for the hard work and patience in interpreting our requirements and producing an excellent brochure.”

**Melanie Cowler**