

FOR IMMEDIATE RELEASE:

A NEW NAME AND A NEW LOGO GENERATE NEW ENTHUSIASM

“Starting again” has the power to spawn new concepts, new company vigor – which can translate ultimately into company growth. It’s true. It happened to 3D Color Inc.

CINCINNATI, OH (June 30, 2010) – It’s always rewarding to take an established company and make it better. That’s what Gil Schmidt and his team have accomplished.

Gil is president and owner of 3D Color Inc. – formerly, Faulconer Design/Development. Gil purchased the business from his partner in 2009. Now, with sole ownership of the business, he realized that a new name, logo, and website would create a fresh outlook for his company.

3D Color creates packaging prototypes – in a variety of materials. “We take a company’s design vision,” says Gil, “and bring it to life. Initially, the concept is poorly defined. It’s our job to maintain the design’s intent and make it look real.” He further added, “We fully understand materials and the manufacturing process.”

The company’s forte is their ability to mix and apply color to the new product. “We apply color and special effects second to none,” says Gil. Looking at their vast color palette and application techniques, it’s obvious why over 50 Fortune 500 companies, seek out their expertise.

Stroll down the aisles of your local grocery or big-box store – what an array of items. Which one to choose? The product you decide to purchase is the final step in a long line of development – from design concept to completion. Hidden in the process is the work of companies like 3D Color. They make it possible for a manufacturer to test shapes and colors, prior to final production, in order to determine what most attracts the consumer.

ABOUT: 3D Color, an industrial design/model company, started in 2005. A significant percent of their business is creating packaging models. However, they also model such items as lawn spreaders, coffeemakers, small electronics, and medical devices. The organization is incredibly successful. From its inception, even in the present economic atmosphere, it has experienced annual growth. Gil Schmidt is a Navy veteran.

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