

MORE THAN MACHINES



COLLABORATION



INTEGRATION



PEARSON PROMISE



PEARSON
PACKAGING SYSTEMS

Pearson Packaging Systems

Visual Strategy & Brand Messaging **June 2013**

COLLABORATION



Collaboration Drives Results

We don't believe you invest in machines. You invest in a long-term partnership and you want a partner that will stand with you. A group of talented people that have your back today that are ready to solve your problems now and in the future.

At Pearson Packaging Systems, **our team becomes your team** and it all begins with our unique collaboration process. Your Regional Sales Manager and Application Engineer proactively work with you to solve your problems in secondary packaging and offer fully customized solutions. You are then put into the driver's seat alongside your personal Project Manager throughout the successful commissioning of your system.

That high-level personalized service doesn't stop there. It continues into your service relationship where you experience our **"24/7 Any Time, Every Time"** service & support from our industry-leading team of professionals. Finally, we continue the partnership with you to be there as your business and packaging needs grow. **It's collaboration that never stops, and it works.**

INTEGRATION



Integration Fuels Performance

Our customers know the best secondary packaging systems are fully integrated and Pearson agrees. Why? Because integration fuels performance.

Our customers expect performance and we deliver.

We put ourselves in your shoes and realize the benefits of a system vs. a collection of different machines. We offer the most comprehensive line of integrated equipment in the market today – designed, manufactured, and serviced under one roof. From the shared software platform to a single interface design, our integrated systems give our customers important benefits that ultimately lower the total cost of ownership. Faster installation, easier training, lower maintenance, and less down time all contribute to less money out of your pocket over the long run. **We do it because it makes sense.**

PEARSON PROMISE



The Pearson Promise

Promise. Pledge. Commitment.

We take this seriously. It is more than a promise to stand behind our products 100% and make it right, **which we will do every time**. It is a pledge that every Pearson employee and partner makes to give you the best customer experience, products, and service; not just once or twice, but **every day, year in and year out**. It is our commitment to continuously improve in every area of our business, whether it is easy or not, so that our customers can continuously improve their own business. **It is more than a promise. It's our business.**

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Fonts:

ITC Franklin Gothic (variations)
Book, **Oblique**, **Demi**, **Demi Oblique**,
Heavy

Champion Featherweight

Primary Corporate Colors



CMYK: 0 75 75 0
RGB: 242 102 73
HTML: F26649



CMYK: 3 0 2 41
RGB: 124 134 140
HTML: 7C868C

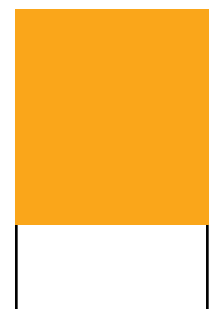
Secondary Accent Colors



CMYK: 60 25 0 25
RGB: 78 130 173
HTML: 4E82AD



CMYK: 50 0 100 0
RGB: 141 198 63
HTML: 88CC44

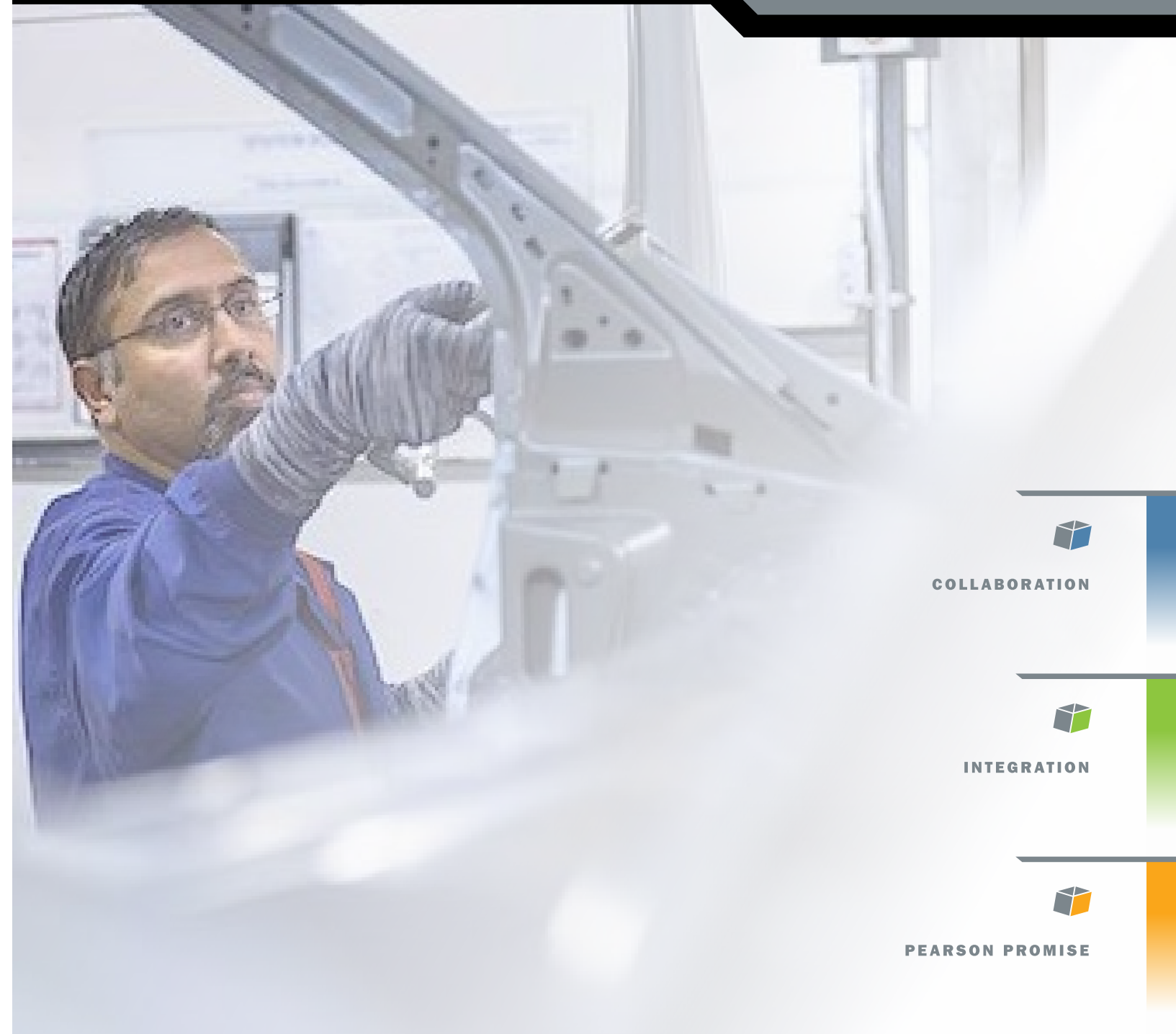


CMYK: 0 40 100 0
RGB: 250 166 26
HTML: FAA61A

Sample Brochure Cover:



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