

CASE STUDY: The Fabric Center

CHALLENGE

The Fabric Center wanted to expand beyond its New England location when it challenged Block & DeCorso to a solution.

SOLUTION

Block & DeCorso developed a full-color catalog that featured 168 pages of original color photography of products and room settings shot on location. The catalog was marketed to consumers and interior designers through a wide variety of shelter magazines. As the catalog grew in size, we refined it based upon feedback from a survey that we sent out to catalog subscribers. The survey had an extraordinary response rate in excess of 50%.

RESULTS

The Fabric Center enjoyed a 20-fold increase in sales since Block & DeCorso developed its first national catalog.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



BLOCK & DECORSO

Branding | Marketing | Public Relations

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