

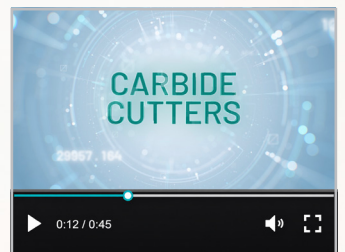
# Rescuing a Precision-Tool Catalog and Building the Sales System Around It

ART DIRECTION / EDITORIAL DESIGN / PRINT PRODUCTION / MOTION



## 2024 – 2026

An ongoing creative partnership spanning catalog design, trade-show graphics, technical sales collateral, product photography, and motion.



# Precision is Excelta's Standard. The Catalog Had to Match.

Excelta approached me with an outdated product catalog that needed to move into production quickly. My initial review uncovered widespread low-resolution imagery, and documenting the most visible problems prompted a broader audit. That review revealed conflicting technical specifications, missing product assets, and significant production limitations caused by the catalog having been built entirely in Microsoft Excel. With a large print run approaching, I was authorized to correct as much as possible and oversee the project through final production. What began as image repair expanded into an editorial, technical, and prepress assignment encompassing visual quality control, content verification, production problem-solving, and the review of hard-copy proofs before release.

## FROM IMAGE REPAIR TO PRODUCTION OVERSIGHT



These are a few examples of low-resolution imagery found throughout the catalog. After reviewing my markups and suggestions, Excelta expanded the assignment:

“

Take care of all that you possibly can. My goal is to get this to print by end of next week. – Sean Brantl, VP Sales & Marketing



### PROJECT CONSTRAINTS

- 176-page legacy catalog
- Source file built entirely in Excel
- Large print run already scheduled
- Printer approval required before rollout



### MY ROLE

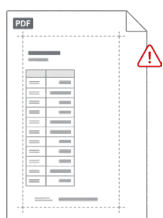
- Documenting and prioritizing problems
- Cross-checking the catalog, website, and asset files
- Repairing imagery and correcting content
- Reviewing the physical proof before print release

## A CONTROLLED PRODUCTION PATH

During prepress, the printer identified inconsistent margins introduced when the Excel pages were exported to PDF. Because the source file could not reliably control padding or page geometry, I developed a controlled workaround that protected print quality without delaying production. Using custom Photoshop actions and batch processing, I standardized the page geometry, positioned footer content with pixel-level precision, and automated the final exports.

### LEGACY SOURCE

Excel-generated PDFs formed inconsistent margins.



### PAGE REPAIR & EXPORT

Custom actions standardized footer content, placement, and export.



### NINE-PAGE PRINTER TEST

Representative pages validated the method.



### APPROVED FULL ROLLOUT

The approved system was applied across the catalog.



# Modernizing the Cover Without Losing the Brand.

The VP of Sales and Marketing initiated the project with a collaborative Zoom session to define a new direction for Excelta's product catalog. He wanted to move away from the dark-themed cover and give the products more breathing room. After responding positively to my initial concepts, he entrusted me to lead the redesign from visual concept and asset selection through printer coordination, refinement, and final production. With other priorities demanding his attention, he wanted the project to require minimal oversight and gave me considerable autonomy to move it forward.

The previous cover relied on dark fields, layered graphics, and competing product imagery. I introduced a brighter, more cohesive system built around Excelta's signature teal, high-key macro photography, stronger brand hierarchy, and a back cover that organized core product families for easy reference.

## BEFORE

Dense imagery, dark fields, and competing focal points.



## AFTER

A brighter, unified system built around product precision.



## DESIGN SHIFT

- High-key macro photography
- Stronger brand hierarchy
- Cohesive teal linework
- Product families organized at a glance

## PRODUCTION LEADERSHIP

- Worked from a library of 1,500+ product images
- Coordinated directly with the printer on trim, bleed, and spine specifications
- Presented two back-cover directions
- Delivered a high-resolution PDF and packaged InDesign files

“Wow, what an improvement!”

– Sean Brantl  
VP Sales & Marketing

# Technical Information, Made Easier to Sell.

Excelta needed a focused medical-device brochure to support its upcoming sales strategy and promote a selected group of precision cutters. I translated dense catalog content into an audience-specific tri-fold, aligning the imagery with medical manufacturing and restructuring the cutter-selection guide around 12 priority products.

As the project evolved, I developed a flexible co-branding system and delivered three production-ready versions: one for Excelta's general marketing, one for a named distributor, and one designed to be customized for future partners.



## MARKET ALIGNMENT

Clinical imagery and a real-use presentation placed the tools directly within the medical-manufacturing context.

## CONTENT ARCHITECTURE

A dense product guide was reduced to 12 priority cutters and reorganized for faster comparison and selection.

## CHANNEL FLEXIBILITY

One design system supported general marketing, distributor co-branding, and a customizable partner version.

## CONTENT CHECK

While restructuring the guide, I identified five missing products and a live website discrepancy—extending the correction beyond the brochure.

“ I like the background imagery as it connects to the right market segment.

– Sean Brantl, VP Sales & Marketing

# Turning Product Detail Into Show-Floor Impact

Excelta needed two coordinated retractable banners that could communicate specialized product value quickly across a crowded trade-show floor. I created a paired large-format system for carbide cutters and precision cutting tweezers, balancing bold product imagery with concise technical benefits and a structured overview of the broader tool portfolio. Each banner was designed to establish the product category from a distance, explain its primary differentiators at closer range, and introduce related tool families without overwhelming the viewer.

Working within a one-week production window, I confirmed the banner manufacturer’s specifications and built the artwork to its exact large-format requirements. The supplied image library presented an additional challenge: most assets were isolated product photographs on white, while the desired direction included more application-focused imagery. I adapted the compositions around the strongest available assets, compared teal and black cutting-tweezer models, incorporated enlarged cutting-head details, refined product groupings, and reduced the supporting copy to information that could be understood quickly in a trade-show environment.

I also developed light- and dark-patterned treatments for the lower portfolio section, recommending the darker version because it better complemented the featured black tool and gave the layout a stronger visual anchor. The client selected that direction, and I applied it across both designs to create a unified booth presence before delivering the final print-ready files.



## A PAIRED LARGE-FORMAT SYSTEM



**DISTANCE-FIRST HIERARCHY**

Category, product, and primary benefit remain clear at exhibition scale.



**COORDINATED DESIGN SYSTEM**

Shared architecture connects the pair while each banner tells a distinct product story.



**PRODUCT ACCURACY**

Model selection, technical claims, and country-of-origin information were checked during development.



**PRINT-READY DELIVERY**

Vendor specifications, outlined typography, and packaged files supported a reliable production handoff.

# Making Precision Visible in Motion

Excelta needed motion content that could work in two very different environments: a crowded trade-show floor and fast-moving digital channels. I reshaped previously produced factory footage into a cohesive visual story of design, machining, finishing, inspection, and completed tools. Created without audio and edited to loop seamlessly, the film could run continuously at the booth while also functioning as a full-length brand piece for YouTube.

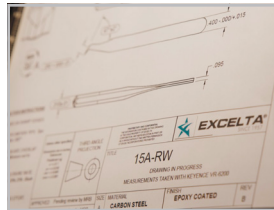
The successful loop became the foundation for a repeatable product-video format. For shorter digital content, I combined product beauty shots, real-world demonstrations, concise feature callouts, branded motion graphics, and platform-ready exports, adapting the structure and pacing to the behavior of each audience.

## TRADE-SHOW LOOP

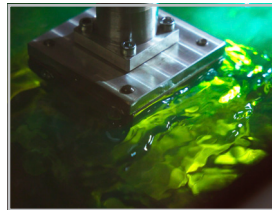
A silent, seamless narrative built for continuous booth playback.



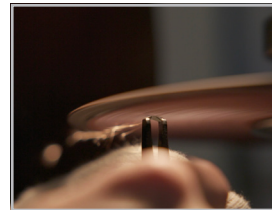
FACILITY



ENGINEERING



MACHINING



FINISHING



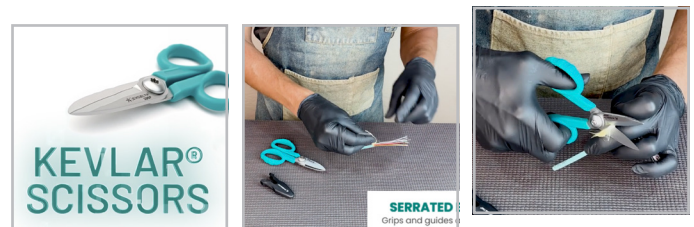
FINAL TOOL

## CARBIDE CUTTER



A product-led social spot built around real cutting demonstrations, motion callouts, and a revised three-second scroll stopper.

## KEVLAR® SCISSORS



I sourced the fiber-optic cable, built the workstation, directed the demonstration, and connected visible performance to product features through motion typography.

“Looks good to go, nice work!

– Sean Brantl, VP Sales & Marketing