

CLIENT:  
**CWP Technologies**  
 Integrated Marketing Program



**PROJECT SUMMARY:**

The timing of the CWP Web site initiative captured the old Cleveland Wood Products company as it transitioned from a traditional manufacturing company to an intellectual property management company with multiple development and production capabilities. The consumer-oriented design and architecture of the new site, together with a robust eCommerce capability, offers a fresh and forward looking attitude for site targets including employees, channel partners and customers.

**SERVICES:**

- Strategic planning sessions
- Development of new company logo
- Development of Web site design and architecture
- Site mapping
- Content editing and placement
- Transactional eCommerce function
- Assisted with setting-up a merchant account
- Technical requirement gathering
- Site build-out and hosting
- Established secure server
- Added Flash animation (brushrolls)
- Training for on-site self-maintenance (includes content editor: Ed.it™)
- Developed Web site operations manual
- Trade publication ad development
- Trade show display design
- Direct mail brochure development

“An OffWhite experience is about the value of knowledge, and its translation into positioning and strategy. I can strongly recommend an OffWhite experience to any company that has reached the conclusion that a new approach may be necessary.”

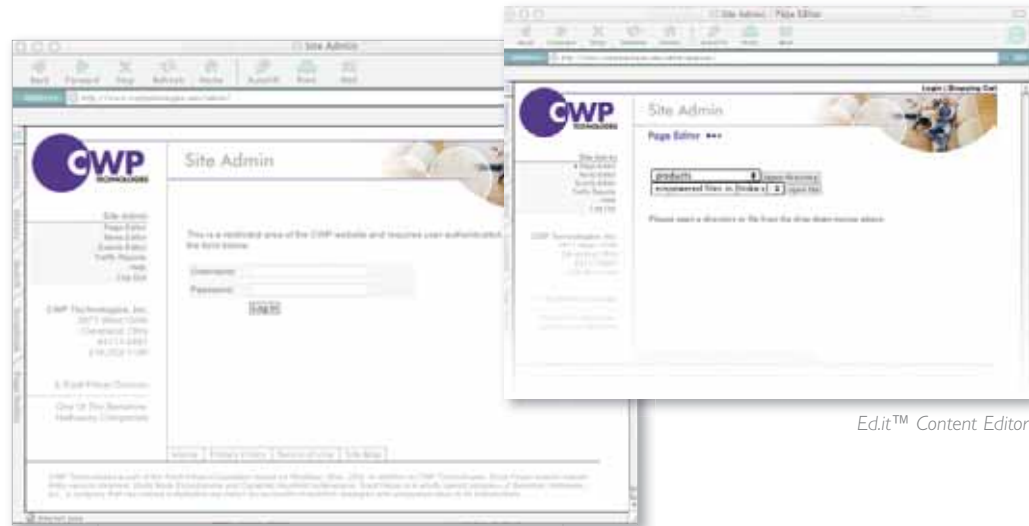
— Russell Cooper,  
 President, CWP Technologies



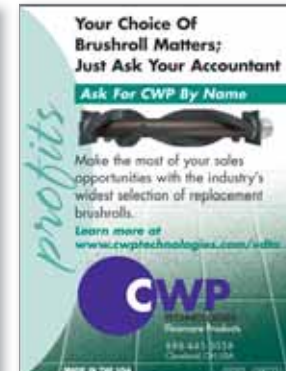
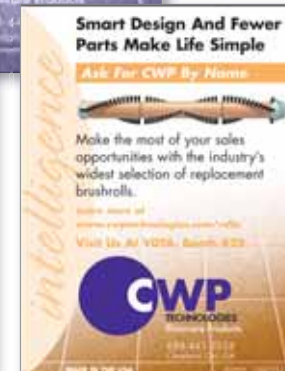
Exhibit Graphics



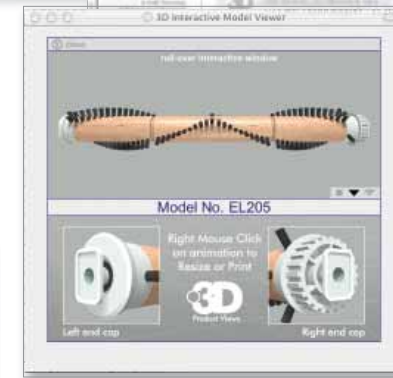
Web Site (design and architecture)



Ed.it™ Content Editor



Print Ad Series



Interactive Flash Animation (brushrolls)



Direct Mail Brochure (with sample spread)



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