

Coghlin Companies Debuts New Graphic Design for its Fleet of Trucks

Coghlin Companies' efforts to present unified branding and a consistent brand promise continues with a graphic overhaul of its fleet of trucks

Online PR News – 05-April-2011 – Coghlin Companies recently collaborated with Applied Interactive to create a new, customized design for their fleet of production and logistics delivery vehicles. Coghlin Companies has been working to brand their subsidiaries, Columbia Tech, DCI Engineering, and Cogmedix, under the Coghlin Companies umbrella brand. As part of the latest milestone, Coghlin Companies wanted to carry their current branding onto their fleet of trucks with eye-catching graphics that would vastly improve the way the company communicates its brand and mission.

“Branding our company vehicles was an avenue that we needed to do to be consistent across all venues that our prospective clients and employees see,” said Chris Coghlin, CEO Coghlin Companies. “The new vehicle graphic design is a culmination of our efforts to connect Coghlin Companies with its subsidiaries. The brand better represents the full service product engineering and contract manufacturing services we collectively provide, enabling customers cost-effective and rapid time to market.”



The graphic design team at Applied Interactive used existing company logos and crafted a unique graphic to represent Coghlin Companies' Concept to Commercialization tagline. To generate increased interest and modernize the design, the Applied Interactive team incorporated a Quick Response code. QR codes are two-dimensional barcodes that store text, phone numbers, and website URLs. They can be read by many smart phones such as iPods and Androids, which decipher the text and reveal the content to the viewer.

“Coghlin Companies wanted an innovative design to represent their professional services to the public,” said Kristen Halloran, Lead Graphic Designer at Applied Interactive. “The Applied Interactive team considered the aesthetic value while emphasizing Coghlin Companies' logo to create the design. We utilized a QR code because it can instantly connect us with the viewer, as anyone with a smart phone can quickly scan the image and immediately be sent to the website.”

About Coghlin Companies, Inc.

Coghlin Companies, Inc. is a privately held company specializing in helping companies cost effectively improve their time-to-market. Based in Worcester, Massachusetts, Coghlin Companies spans four generations representing more than 126 years of manufacturing experience and leadership. Subsidiaries include: Columbia Tech, which provides turnkey manufacturing services to a diverse customer base, including OEMs in

the bio-science, semiconductor, LED, medical device, green energy technology, data storage, and automation systems and controls industries; DCI Engineering, an engineering design and pre-production support services company; and Cogmedix, an FDA compliant and ISO 13485 certified medical subassembly and finished medical device contract manufacturer. For more information, please visit www.coghlincompanies.com.

About Applied Interactive

Applied Interactive builds and then operates e-commerce specialty stores. AI is a customer and strategic partner for unique manufacturers and distributors around the world and offers those manufacturers and distributors a sales channel of unprecedented size and efficiency. Competitive advantage is gained using best practices and common technology platforms on Applied Interactive's brands to achieve lower cost of operation, superior management, and an enhanced ability to grow. Applied Interactive CEO Steven Rothschild can be reached at 508.657.8600 Ext 1000 or emailed at SRothschild@AppliedInteractive.com.