

Collateral material (brochures, catalogs, press releases, annual reports, direct mail packages, etc.) helps strengthen a company's presentation and makes a powerful impression to current and prospective clients, it enhances the image and personality of your business. Collateral material is a business's direct communication with their customers: these materials announce new products, special sales or reinforce brand awareness.

Collateral material conveys the following:

1. It makes a good presentation of your company's product or service.
2. It tells a story about your company.
3. It aids clients to understand your company's business.
4. It gives information on how to contact your company.

LUSH media excels in the design of collateral material, and our designers have a sophisticated awareness of advertising, marketing and sales that assists them in the creation of effective visual communication.



The appeal of collateral is to strengthen the presentation and to make a powerful impression.

