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GC provides **Marketing Communication solutions** with a perfect balance of design, technologies, production, and project management . . .

Our clients' list includes insurance companies, universities, high-tech firms, defense contractors, financial institutions, medical and environmental labs, manufacturers, and the media.

Expertise and experience enable us to consistently provide the highest quality services. We consider every project Done Upon Arrival! Short deadlines are just the story of our lives – We've seen a few.

## **MARKETING SUPPORT**

GC provides **Marketing Support services**

Our Marketing Support services respond to your needs and follow the strategy! We provide a full range of capabilities to support your marketing and sales efforts including publications design, production, printing, and distribution. We also develop, host and publish your Web presence with advanced e-commerce solutions to better communicate with your audience.

We are experienced in a broad range of market sectors and help clients of all sizes achieve their objectives with capable resources on an 'as and when needed' basis. Our services are ideal for businesses in need of flexible, quality support for one-off or long-term relations.

## **BRANDING**

GC provides **Branding services**

Corporate and product branding are vital in the world of Internet communication. Branding is the most memorable identifier of your entity and the one that positions your business or product in your market segment. Small business branding is an even more essential part of your growth strategy and we firmly believe that effective branding should not cost a fortune. In fact, every business launches a brand the moment you make your first sale. GC excels at helping your brand rise above the market crowd and we can help it develop to become memorable.

## **WEB DESIGN**

GC provides **Web Design and Publishing services**

GC provides tools and designs visuals and strategies that get you results from your Web presence. We cover all your online needs from creating a Website that you can edit yourself to adding e-tools that turn your Website into an income generating online presence. We also create and implement effective Search Engine Optimisation programs to drive traffic then use your site to build a contact database to drive e-marketing campaigns.

**DOS  
PUBLISHING**GC provides **DOS publishing services**

A smart Directory of Services suite is a vital sales and marketing tool especially for testing laboratories. GC provides solutions to increase the effectiveness and reduce the cost of publishing your directory by integrating all its aspects.

We can help you create innovative, cost-effective directories in print and on the Web. Our solutions provide custom content management tools to ensure that your online data remains current and useful at all times. One source, one database, multiple targets!

**EXHIBIT  
DESIGN**GC provides **Exhibit Design services**

Our Exhibit & Display Design team develops exhibits from concept to a physical 3D display system with expertise and visual communication skills as well as the construction of an exhibition. Exhibit Design must draw on innovative, creative and practical solutions to create communicative environments that 'tell the story' and 'drive your message' in three-dimensional spaces. We use a wide range of technologies to develop experiences targeting specific audiences within their preferred communication styles while engaging them in meaningful interactions.

**PRINT  
MANAGEMENT**GC provides **Print Management solutions**

GC provides printing management solutions with years of superior print experience and attention to details to respond to your need for professional Print Management. Print Management should start at every publication's concept and design stages. We evaluate the options that meet your budgets then plan and manage the estimating, prepress, proofing, and finishing to ensure the highest quality and on-time delivery.

Our Print Management team employs advanced digital prepress to deliver superior products for your print communications needs.

**WEB  
DEVELOPMENT**GC provides **Web Development solutions**

Our web development services can create highly interactive Websites with e-commerce and robust content management. Our expertise covers all your online needs: building the site to developing custom e-tools that turn your Website into an income generating online presence.

We design also effective SEO programs and partner with the best providers to drive traffic to your site.

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**CONTENT  
MANAGEMENT**GC provides **Content Management solutions**

GC's Content Management solutions include website administration tools designed to allow users with no knowledge of web programming to create and manage website content with relative ease. These robust solutions use a database to store page content and assets that are then displayed using templates. Administration is done through browser-based interfaces and non-technical users are then able to edit their website with little training. Our CM solutions are designed as basic website maintenance tools for non-technical staff. They are especially useful for frequently changing lists and catalog-style content.

**TRADE SHOW  
SUPPORT**GC provides **Trade Show Support solutions**

Our Trade Show Support team coordinate all trade show booths, exhibits and manage related marketing materials. The ability to produce high-impact trade show graphics is an important consideration when selecting a design team. We provide logistical support through partners and continue to work for you beyond the event.

Exhibit Design draws on innovative, creative and practical solutions to create communicative environments that 'tell the story' and 'drive your message' in three-dimensional spaces.

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**Not sure *where to start***

GC can evaluate your needs and provide you with an objective assessment and a single project plan as well as a long-term support option when required: we can gladly back up your in-house capabilities and/or discuss outsourcing alternatives.

Call or email us your challenge: we promise satisfaction just as we have for 25 years!

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