

Case Studies | Wolverine Sealcoating



**Opportunity:**

An entrepreneur in the sealcoating industry was looking to give his business a competitive advantage by developing a corporate identity, including a webpage, stationery, business cards, and brochures. The business also needed to operate a call center to receive orders.

**Audiences:**

Small Businesses



**Solution:**

Custom Programs created a corporate identity for Wolverine Sealcoating and setup a call center where residential and commercial customers could call to schedule sealcoating.



**Project Specifics:**

- Design a logo and select typefaces for the Wolverine Sealcoating identity
- Develop letterhead, business cards, order forms and brochures for the company
- Develop a Flash- and HTML based website that bested competitors' efforts and attractively promoted Wolverine Sealcoating's business
- Operate a call center for customers to schedule sealcoating



**Results:**

- Wolverine Sealcoating has doubled its business in the first year of utilizing its new promotional materials and website.
- The website has proven to be a valuable deal-closer for skeptical customers.

