

## RizkMcCay produce sales material for Steve Sould Limited with the last word in uncompromising quality

**Coffins. It's not a subject many of us care to think about too much. But take a closer look, and you'll see it's a world much like any other. Indeed, coffins are arguably products where quality, reliability and service are more important than ever.**

Steve Sould Limited manufacture a wide range of coffins and related products, uncompromising quality is their key selling point. The RizkMcCay design team were charged with producing branding, sales literature and vehicle livery, a challenge met with equivalent craftsmanship.

**A particularly good example of how we conveyed the inherent quality of the Steve Sould product can be found in the leather-bound, 38-page**

**sales brochure. This physically embodies the key aspect of flexibility in all areas of the Nottinghamshire-based company's business.**

As well as bespoke photography which beautifully presented the diverse selection of products, the brochure communicated the vital messages of supreme quality, flexibility, total reliability of delivery and the highest standards of customer service and communication.

**RizkMcCay is a dynamic and rapidly growing design agency. We work with national and international names from our Nottingham base. Our clients represent a diverse range of products, services and industries and operate in both the private and the public sectors.**



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Should you wish further information on this news item or would like to discuss how RizkMcCay could help your business, it would be great to talk.

DESIGN ADVERTISING BRANDING

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