CASE STUDY

Business Processes Outsourcing

Data Processing Services | Graphic Designing Services
Transcription Services | Web Research Services
Bookkeeping Services | BPO Support Services
Clean & elegant brochure design for environment friendly Product that demonstrate safety and effectiveness to attract customers...!!!

Case Study Highlights

**Client Profile:**
- Company: Agricultural Product Supplier
- Location: Israel
- Industry: Agriculture

**The Objective:**
Creation of neat, elegant, creative and appealing Brochure highlighting the products more effectively.

**The Solution:**
Created Vibrant, yet earthy designs with green as a prominent shade to maintain a consistency with the brand and the products.

**The Challenges:**
- Clutter-free, pleasing and contemporary designs
- Obtain necessary artwork and images which would demonstrate the product as well as their safety and effectiveness.

Creatively designed brochure plays a very crucial role in promoting the brand in this era of cut-throat competitiveness. It enhances the visual presence attracting more potential clients, eventually leveraging the profitability of the business.

To give a boost to their promotional activities and increase their reach in the market, a prominent agricultural product supplier based in Israel approached hitech to design simple, yet extremely appealing brochure.

**Technology / Software used**
Adobe Photoshop, Adobe InDesign

**Benefits**
- Improved visual identity that elaborately and clearly conveyed the brand.
- Creation of an elegant, natural as well as balanced design which successfully left an imprint on the customer’s mind.
- A quick and affordable solution that helped establish the business and attract new customers.

**The Solution**
To create an attractive, informative brochure with a perfect finishing touch, the designers at hitech used Adobe Photoshop and InDesign.

- It all started with thorough and creative brainstorming, at the end of which the designers created a rough draft.
- Based on this rough draft; lot of research was conducted to dig out relevant artwork, which can go well with the brand
- We actually played with the colors! – Lot of variation in shades of green were tried out to give a consistent look to the products. Also we retained the same color palette across all pages.
- Bringing in a surprise element to kill the monotony; and give it a competitive edge.

**About Hi-Tech iSolutions LLP**
They specialize in delivering backend solutions to Medical practitioners & Health care professionals in a qualitative & time bound manner across the globe. Be it specialized or general; their experts are skilled to perform tasks related to UB-04 (CMS 1450), HCFA Form 1490s (Patient's Request for Medical Payment), CMS 1500 (Health Insurance Claim Form), ADA Dental Claim Forms, conveniently. All their projects get audited by Quality Assurance team & then provided to clients with real time status reports. Their consistent efforts at building long-term relationships with clients, backed by commitment to deliver on-time and qualitative services, have been pivotal to the consistent growth above market standards.

hitech is your innovative partner offering multidisciplinary services for various domains across industries. We are an ISO 9001:2008 Certified India based organization providing comprehensive outsourcing services to 3,100 plus - 80% recurring clients across USA, Europe, Australia and Middle-East. Enhancing your business operations, making them smarter, faster and cheaper has been our ongoing pursuit, backed with two decades of experience. It has helped us evolve into a leading customer centric outsourcing service provider for all your BPO, Software, AEC, and Engineering solutions.