

# PRECISION-CRAFTED TOOLS



Creating engaging sales materials that dramatically bring all of the product features and benefits to life in a meaningful way, requires well-honed skill, creativity and expertise. For client James Hardie Building Products®, Vertical Marketing Network's expert strategists, writers and art directors crafted a variety of well-designed collateral materials, from brochures and sample kits to targeted direct mail pieces, that consistently delivered a compelling, sales-driving message – providing James Hardie with hard-working, brand-building, and highly effective tools of the trade.