

Identity |



| Strategy

Approach:

JELD WEN, one of the largest investment and development groups in the US with holdings in windows, doors, banks and resorts, hotels, banking and land / forest management, worked with GIRVIN on a series of conceptual positionings for business | product development.

Strategy |



“Working with GIRVIN to develop a new branding image for Frank Paxton Company has been a pleasant and rewarding experience. Each GIRVIN professional and specialist endeavored to be completely client oriented, which included becoming thoroughly knowledgeable in the client’s business and its operations, and remaining focused on the specifically defined customer needs. Their strong attention to detail produced a product for our company that has been widely embraced by Paxton’s management, sales and operations personnel. We anticipate this new image will have a strong emotional and financial impact on our company in the very near future.

GIRVIN has continually and consistently provided us with professionally designed tools for our marketing and image needs. Their thoroughness, attention to detail and organized presentation materials make them an extremely client friendly organization with which to work. They obviously recognize they have had a successful project only when the client is happy.”

Roy Jackson | Vice President | Paxton, A JELD-WEN, Inc. Company

Result:

GIRVIN created naming and brand development programs – like the Paxton group of companies, their visualizations and branding strategies; and product offerings like: Viztek, an Asian subsidiary of JELD WEN producing windows in Japan, South east Asia, China, Thailand and Malaysia.

“GIRVIN represents a synchronized blend of pulling together key strategic insights with very creative design interpretation. It has been the strong leadership by both team members who have made the work and process so successful – they know how to listen to our needs, challenge our preconceived beliefs and move us forward towards new definitions for our business.

“Getting there” is often as important as how you get there! GIRVIN has been a truly service and quality-driven partner for our company. They’re always at the top of our “want-to-work-with” list!”

Andy Mallen | Advertising Manager | JELD-WEN, Inc