



# EXPERIENCE

Spicing up solutions.



## OUR TEAM

For more than twenty years, p-s-design has been developing advertising and design concepts for business, trade and social interests – in recent years, increasingly for industry and technology as well. The fact that we never specialized in any one specific industry is of considerable advantage to our clients:

“Naturally each line of business has its own distinctions, but if you simply go with the flow, you’ll never know your own strength.”



Petra  
Schmidt



Stefanie  
Ramming



Susanne  
Eber



Tanja  
Konrad



and a proven team of specialized partners in design, copywriting (international), illustration, photography, multimedia, trade fair planning and 3D visualization.

## BECAUSE RESULTS COUNT

...creativity takes precedence. And creating is our passion. Yet values like sincerity and honesty also count at p-s-design. We want to develop true – not token – added value for our clients. The way we do this is by communicating openly with our clients, advocating the unvarnished truth. Our give-and-take approach helps greatly in identifying potential as well as building upon success.

We have no use for prefabricated advertising packages of interchangeable content. While they may promise the world, such solutions will never be a perfect match for any client. In line with the adage “quality speaks for itself,” p-s-design also rejects contrived presentations and diversionary tactics. Good ideas should inspire all on their own, just like powerful designs require minimal debate.

# CREATION AND MARKETING

Self-reliance is a strength that can move mountains. And that is why brands and companies in trade, market and media need a distinct character: One that can inspire and motivate their target group, but which is also true to its own nature and intrinsic values. There's an old saying in Upper Franconia about "getting down to the nitty-gritty." Thus the development process which moves your brand and your company into the spotlight not only requires finely-honed tenacity but also a keen sense of people, product and service. Once the definition has been established comes the nitty-gritty of giving it form in words and images, solidly internalizing it and accurately communicating it to the outside world. In close and trusting cooperation!

From the initial idea to its ultimate realization, p-s-design is your partner for the consistent implementation of your corporate design across all forms of media. We develop corporate images, image brochures, websites, ad campaigns, trade fair presentations, design and create text for product brochures, customer magazines, newsletters, annual reports – the list is endless. With p-s-design, you can rely on a motivated team that never beats around the bush!

Succinct – bold by design.

brand design . corporate design

responsive design . print . screen . web

strategy . marketing . SEO . SEA

creation . 3D-visualization . film . animation

communication . pr

international . translations



## OUR CORE INDUSTRIES

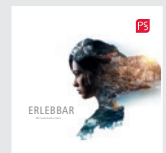
Industry & Technology



Trade & Crafts



Service & Leisure



## REFERENCE PROJECTS

Industry case studies: Trade & Crafts





**p-s-design**

KREATION + MARKETING

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