

### Right on the Button for More than 20 Years

Innovation Industries was founded in Roswell, New Mexico in 1972 by a small group of investors and an inventor with a great idea. The group bought an abandoned Dairy Queen in Roswell and began producing what became the world standard for elevator passenger protection devices – the Duo-Path® 1004 photo-electric eye passenger protection system. This landmark product launched Innovation from a small company to become one of the world leaders in their industry. A few years later, Innovation relocated to Russellville, Arkansas because of its central location and high quality workforce.

As the industry changed, so did Innovation, moving from elevator passenger protection systems to elevator signal fixtures and push buttons. With solid leadership and a true commitment to producing the highest quality products of their kind, Innovation has grown to be the recognized leader in North America.

As our oldest client, we have been fortunate to be a valuable partner with Innovation for more than 21 years, assisting in numerous campaigns, programs and branding efforts. A few of the programs we have helped develop are listed below.

- Corporate branding campaigns
- Product trade ads
- Product catalogs
- Trade show booth design and implementation
- Literature programs
- Direct mail campaigns
- Internal communications
- Public relations support
- Product naming and branding
- Logo design
- Employee relations



Folio and Product Literature