

brand development



Ajax Tool Works

For more than 50 years Ajax Tool Works followed the standard sales and marketing process consistent with its industry – a paper catalog, a company newsletter and the occasional trade show.

**You need
intelouence.™**

These tools work, but without updates and maintenance the message gets stale, and since the catalog hadn't been updated for over a decade, stale became quite an understatement.

We created a new look and feel for the content, brought together a 14,000 piece cross reference, produced an online catalog, an event schedule, and order processing for over 5,000 catalog items.

**The site now generates
traffic equivalent to a
year's worth of trade
shows every month.**

Intelouence™

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