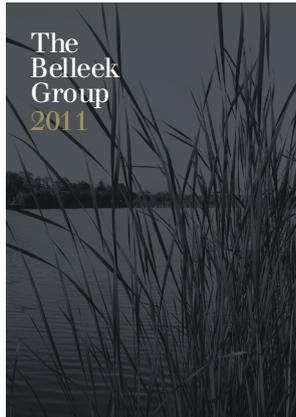


# *Helping Belleek Group increases sales in the USA*



Belleek Fine Parian China's reputation has been built on product excellence. Only Belleek of the highest quality is ever put on sale. Back in 1857, the pottery's founder John Caldwell Bloomfield declared that any piece with even the slightest flaw should be destroyed. Over 154 years later this golden rule is still strictly adhered to, the result is perfection.

Belleek China market for traditional china and giftware is well established in the USA retail market and QVC and has a loyal collectors following.

The contemporary giftware market has been developed through the introduction of the Belleek Living range for UK and Ireland wedding market.

For over ten years Hamill Bosket Dempsey have worked with Belleek supporting their marketing activity in Europe and USA through point of sale and sales catalogues, packaging and exhibition material.

In 2011 Belleek published their first Belleek group catalogue which showcased all sister companies products from Galway Crystal, Aynsley and Donegal China this publication was aimed specifically at the US market.

Continuous management of the Belleek brand requires a rigorous and sound product knowledge with particular attention to colour detail required. Belleek design projects have included:

Brand identity  
Sales catalogues  
Point of Sale materials  
Packaging  
Leaflet  
Exhibition graphics  
Signage  
Website

Hamill Bosket Dempsey work's with Belleek China means that our design team has successfully acquired experience within the retail ceramic giftware market and capturing the Irish provenance of the product.

The brand management solution that Hamill Bosket Dempsey has ensured we enabled the client and distributors to achieve a consistency and clarity of message and to sustain competitive advantage.

Working directly with studio designers has ensured that the knowledge gained through the relationship has contributed to a design solution which is relevant and effective.

The work undertaken by Hamill Bosket Dempsey Belleek China has worked on two levels:

- All material has a consistent brand message and knowledge gained has ensured that comprehensive literature produced is carried out efficiently and on budget.
- The work carried out has ensured continuous growth in US and UK. Hamill Bosket Dempsey's ability to co-ordinate job from brief, art direction of photography, artwork and print has ensured consistent quality, budgets and timescales are met.