

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel launches new branding campaign for Wright Manufacturing

Commercial lawn mower company was looking for a fresh approach to propel its brand

WASHINGTON, DC/BALTIMORE, MD, January 1, 2005 — The Design Channel, LLC, a design, branding and integrated communications firm recently launched the first two ads of a new branding campaign for Wright Manufacturing, Inc.

Wright, a Maryland-based manufacturer of innovative equipment for the lawn maintenance industry, hired The Design Channel several months ago to develop a new brand positioning strategy for the company. In December the first of two full-page ads were released to launch the campaign. "The ads look fantastic—they'll get huge attention in the market!" said Bill Wright, president and founder of Wright Manufacturing, Inc. The ads are a part of an integrated branding campaign which also includes sales collateral, point-of-purchase, direct marketing, and web development.


Wright is located in Frederick, Maryland and has a state-of-the-art manufacturing facility. Designed by a former lawn maintenance professional, Wright mowers are a major step forward in grass-cutting technology. "Wright mowers are different. Every one of its products challenges the conventional wisdom of the industry by new thinking and smart engineering" said David Franek, president of The Design Channel. "Its Stander lawn mower, for example, changed the way lawn professionals mow grass by riding in a standing position behind the mower, is now an industry icon. Our positioning strategy 'The Wright Way to Mow' focuses on how Wright is a better way to mow—faster, easier and safer."

The Design Channel, with offices in Washington DC and Baltimore, MD, provides a full range of integrated services, which include direct marketing, identity programs, marketing and advertising campaigns, corporate communications, broadcast and interactive media.

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o "Stander" ad

o "Sentar" ad



HILLS? BRING 'EM ON!

With Wright you can handle steep hills without changing mowers—and ditch levers!

To ride hills, you have to feel them—become part of the landscape and react with your whole body to handle the changes.


Wright's Stander and Sentar give you the same freedom dirt bikers have—you feel the hills under you and shift your weight to take the terrain "on the fly." You use your weight to keep so you cross slopes at speeds no other mower can handle with greater control—and without switching to a walk-behind.

WITH WRIGHT'S OPERATOR BALANCE CONTROL, YOU CAN MOW HILLS ALMOST AS FAST AS LEVEL GROUND. THAT'S WHAT IT MEANS TO RIDE WRIGHT.


Power, performance, and a little excitement. That's the Wright way to mow.

For more information, call 1.800.851.1300 or visit us online at www.wrightmfg.com


WRIGHT STANDER




WRIGHT SENTAR



WRIGHT RELAX





OBSTACLES? MAKE MY DAY.

WITH WRIGHT'S UNMATCHED AGILITY, THE LANDSCAPE NEVER SLOWS YOU DOWN. THAT'S WHAT IT MEANS TO RIDE WRIGHT.


To handle obstacles, you have to react quickly—move fast, think faster, and deal with changes before they deal with you.

Wright's Stander and Sentar mowers overcome landscaping challenges with handling no other mower can match. Their unique design uses less steel in construction without sacrificing strength, making them up to 200-300 pounds lighter than the competition. And the smaller footprint and lower center of gravity of every Wright riding mower makes them more agile and more stable than any other comparable mower in the industry.


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WRIGHT STANDER



WRIGHT SENTAR



WRIGHT RELAX



THE WRIGHT WAY TO MOW.

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For more information, call 1.801.260.9810 or find our dealer locator at www.wrightmfg.com.