



AUROMEDICS

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A DOSE OF CREATIVITY AND STRATEGY FOR AN UN-GENERIC BRAND

AuroMedics, a manufacturer and distributor of generic injectable products, has a unique vertically integrated business model that allows them to smooth the supply chain from start to finish. Looking to gain more market share in the U.S., they asked Blu Sky to help. We developed a signature "Promising Solutions" logo to convey their value proposition. Then, we created new business cards, presentation folders, tradeshow booth graphics, ads and sales support materials. As they continue to expand their product line, these materials play a major role in communicating what sets them apart among pharmacy buyers.

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