



ILVA



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## TURNKEY MARKETING SERVICES FOR LUXURY PORCELAIN TILE MANUFACTURER

Argentinian-based tile manufacturer ILVA was planning to launch into the U.S. market. Blu Sky partnered closely with management to develop extensive marketing materials to support both markets including product brochures, folders for the A&D community, websites, distributor sales flyers and POP display graphics. We also provided public relations, event planning, photography design and project management, plus printing and shipping coordination of all materials. Our full services streamlined the rollout and created a more polished look for the now global brand.

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