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Production Basics Wins Award for Industrial Workstation Catalog

by Production Basics

Nov 27, 2012 - November 27, 2012 Contact: Erica Rice Production Basics 31 Dunham Road, Billerica, MA 01821
Email: erice@pbasics.com Phone: 617.926.8100 / Billerica, MA---Production Basics has won a Platinum level Marcom Award in the Brochure/Catalog category for their recently produced Product Specifier. The catalog features ergonomic workstations and accessories for the electronics manufacturing, assembly, material handling and laboratory industries. "The focus for our Product Specifier was to streamline how users research workstation details," says Erica Rice, Vice President, Marketing for Production Basics. "From compilation to layout, we were able to improve display and accuracy of product information for manufacturer reps, distributors and end users." "A printed catalog is a major resource used in the manufacturing industry," adds Rice. "We're thrilled that other marketing professionals chose ours to be a leader in industrial communication." The Product Specifier was chosen for a Platinum Marcom Award from a field of more than 6000 entrants. The catalog was printed by **Shawmut Printing (www.shawmutprinting.com)** in Danvers, MA. **About the Marcom Awards** **MarCom Awards (www.marcomawards.com)** is administered and judged by the **Association of Marketing and Communication Professionals (www.amcpros.com)** . The Association oversees awards and recognition programs, provides judges and sets standards for excellence. **About Production Basics** Since 1995, Production Basics has used a fresh approach to designing, manufacturing and marketing ergonomic workstations and accessories. The Company combines clean lines, basic materials and solid components to form sturdy, modular products. The Company provides economical workspace solutions for the manufacturing, electronics assembly, laboratory, and material handling industries. For more information, visit www.pbasics.com.