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PRESSRELEASE

CSA Gets Creative with the Canon imagePRESS C1+

New York, NY, January 26, 2009 – CSA created a brand identity and marketing campaign for ZEST (an imaginary bakery and café) to demonstrate the creative possibilities that can be achieved on the new Canon imagePRESS C1+. CSA's 36 page brand spirit book for ZEST, full of everything lemon, demonstrates the outstanding color, wide range of paper options, integrated bindery and even clear toner, that can now be combined to create offset-quality effects in-house. All of this learning was repackaged by CSA into a complete selling system for the C1+, to educate and energize the sales force, ushering in a new era of in-house print technology.

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About Carbone Smolan Agency

Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.

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