



LONDON-BASED DESIGN & PRINT AGENCY LAUNCHES ONLINE CASE STUDIES

London, 17th August 2010 - Brightside Print & Design launched a new case study on its website that uses flash animation to present highlights of the company's work from the past year.

The case study is interactive, allowing users to browse different cases based on their industry. After a brief animated introduction to the company, the user can choose from various industries including Education and Training, Public Sector, Construction and Engineering, Pharmaceutical, Financial, Legal and Charity.

The purpose of the case study is both to present the company's past work, and to show clients an example of the new services offered by Brightside ranging from graphic design to traditional printing.

"Our new interactive case study is a great way to showcase how our business is evolving to include services such as vector art, animation and digital paintings in addition to the traditional logo and brochure design. As a London printer, we are expanding to meet the requirements of our existing and new client base both locally and nationally" says Laurence Hobbs, Sales Manager at Brightside.

Concept and construction of the flash animation were completed by Trevor Sylvester, illustrator at Brightside, and overseen by Graham McHarg, Senior Designer.

The animation can be found linked to the homepage at www.brightsideonline.com.

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