

Press release

7th December 2018

International engineering firm invests six-figure sum in digital strategy

A Yorkshire-based engineering firm, operating in the print industry, has invested £110,000 in its digital marketing strategy.

Absolute, based in Huddersfield, has appointed Leeds-based creative agency, Tall to strengthen its online presence.

The two businesses first worked together on the development of Absolute's 'Sono'; the world's first and only ultrasonic on-press cleaner.

Through 3D visuals, animation, digital and print literature, video, website UX planning, design and build, Tall brought to life the 'Sono' product, enabling Absolute's customers to assess cost savings, performance and usability.

Following the success of Sono, Tall has now been contracted to create a digital brand refresh for Absolute's three remaining products, giving each its own identity whilst bringing them in-line with the revised parent brand.

Tall will take a digital-first approach to the re-brand and use it to create more life-like animations of the products, supporting the development of Absolute's on and offline marketing collateral.

Anthony Whiteside, managing director of Absolute says:

"Working with Tall has allowed us to create a professional image for a new brand which has had a great response. The success is largely down to the website which acts as our international sales force as 85% of our customers are overseas. We're working with the biggest manufacturers of packaging products across the world and we expect to supply systems worldwide in the coming months.

"Our ongoing partnership with Tall will allow us to extend our success across the group to assist in achieving our ambitious global growth targets."

Director of Tall, Behrooz Saeed comments:

"We have a long-standing relationship with Absolute which began undertaking 'Gravity', a bespoke analysis of the company. This led to the development of the Sono brand and website which has been so successful that we will continue to work with the engineers to showcase their remaining products in line with Sono."

Absolute, which formed part of the global Pamarco group in 2013, has plans to double in size over the next four years.

Founded in 2011, Tall is at the forefront of the digital design sector. The company produces creative experiences for a range of clients, with extensive experience in manufacturing and engineering.

Notes

About Absolute

Established in 2000, Absolute is a growing Huddersfield-based engineering firm which formed part of the global Pamarco group in 2013. It plans to double the size of the business over the next four years.

Absolute has gained a reputation as the world's premier supplier of woven carbon fiber-chambered doctor blade systems to the flexo industry.

The UK facility incorporates all processes of equipment; from market research and design to manufacturing and customer care.

Working closely with the world-leading machinery manufacturers, the firm supplies to the biggest customers in the corrugated, tissue and flexible packaging sectors.

Absolute is also an active member of the recognised trade bodies, working hard to improve both the quality and technology of flexo solutions.

Absolute's new website will go live in 2019.

About Tall

Established in 2011, Tall is a creative digital agency combining a love for design and technology to create high tech digital experiences. With pioneering client success stories since inception, the firm has a turnover of £500,000 and exciting growth plans in place.

Founded by Guy Utley with technical director Behrooz Saeed coming on board in 2017, Tall is at the forefront of the digital design sector. Tall produces phenomenal creative experiences for a range of clients in the sports, manufacturing and financial sectors including England Rugby, Yorkshire Building Society and Sky Bet.

With more than 40 years combined industry experience, Guy and Behrooz joined forces to build a business which unites outstanding creative design with detailed technological understanding.

Based in Leeds, the duo are straight talking digital thinkers with a team of four skilled workers behind them. Specialising in UX, animation and interactive experiences, the directors have also built a pool of talented freelancers to draw on, enabling them to broaden their skill set, ensuring they can offer clients the very best and stay ahead of the industry.

Having established a flexible environment in which employees can thrive, the Tall team consists of the most talented creative thinkers, strategists and technologists in the industry.

Producing world class work has led to long term trusted client relationships. Finding that clients were often lacking technical knowledge and understanding of what they truly needed to achieve business growth, Guy and Behrooz launched Gravity, a bespoke workshop

providing in-depth technical and creative business analysis, producing a succinct review and directional plan for the client.

Keen to become innovators in the creative industry, Tall are advocates for a digital-first branding approach with a focus on creating assets for digital channels first and foremost.

With a team of seven, the company has ambitious growth plans, aiming to increase turnover by 50% and double the size of the team by 2019.

View more at <https://tall.agency/>

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