

# Time to think outside box

It was in 2002 that design and marketing team Marc and Leanne Brabander left what they call the "Big Pollution" to embrace the Hunter Valley as their home and new business address.

Since then, BINK Creative has gone from strength to strength.

"We love the Hunter, we love the region, the people and the fierce pride that sets it apart from everywhere else – and that's what also sets BINK Creative apart," Ms Brabander said.

"We love our clients and it's thanks to an expanding client base that BINK Creative is now looking to move into bigger premises in Cessnock, which is centrally located and perfect for servicing the entire region.

"Now, with business and consumer confidence looking like it's turned the corner, we have positioned BINK Creative to grow with the flow."

Recently, the company produced a postcard campaign designed to grow awareness of BINK Creative, what they do, and what they can do for local business.

"After the first postcard went out, the rest went on hold for a while," Ms Brabander said.

"It almost worked too well. It really does pay to advertise."

BINK Creative delivers design solutions of outstanding quality for logos, newsletters, advertisements, signage, packaging and websites, Ms Brabander said.

"But more importantly, and particularly in the area of internet communications, the BINK team uses simple-to-understand language rather than geek-speak."



**LIFTING LID:** Client demand has prompted BINK Creative to move into larger premises in Cessnock, centrally located to service the region.



**SYNERGY:** Clare Gleeson and Abby Farmer.

## Ideas light up city's renewal

CREATIVE thinking is behind the Renew

Newcastle project and city-based design studio Neon Zoo is one of a number of local businesses contributing ideas.

Abby Farmer and Clare Gleeson have seen a friendship evolve into a successful business partnership.

Launched in 2007, Neon Zoo's rapid growth has been powered by enthusiasm and commitment to design.

Ms Farmer said Neon Zoo mixed with fellow designers and creatives as part of the Renew

Newcastle initiative.

"It has developed into a great resource whereby we are exposed to so many great projects and people.

"It has helped to highlight the importance of your environment when working in a creative industry.

"We work in partnership with our clients to identify the clients' needs and desires of each project.

"This partnership together with our animal instincts helps us to develop design concepts that are visually stimulating, engaging and unique."

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**NEON ZOO**

**colourpac** design + print

**what's new**

Colourpac has started a new publication division which just recently launched 'Property Point NSW'. A monthly Real Estate publication that has been well received around The Hunter, Focusing on local property and land for sale in the region.

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THE COLOURPAC GROUP

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locals keep your message interesting  
(so your customers keep nibbling)

BINK Creative is all about creating greater impact for our clients. We do it professionally and stylishly with brochures, websites, advertisements and sales tools that are designed to work harder and smarter.

We also deliver the same friendly, neighbourhood service the Hunter is famous for.

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