

Independent Film Stands Out from the Crowd with UniKeep™

When your job is to review films, after while the press kits that present those films all start to look the same. *Emerge, LLC* wanted their independent film's press kit to stand out amongst the others in the pile. They chose UniKeep™ to help them make their press kit shine. "This kit was the only solution I found," says Lori Winkleman, Creative Director, *Emerge LLC*. "The View Case Binder™ was perfect because it was a different format that offered capacity and would not neatly fit in the pile of hundreds of other press kits reviewers receive in a day. It stood out!"



This press kit was very important because it was being sent to film festivals and film distributors to create interest in the film.

"This kit fit like a glove with the creative concept; my client was delighted," says Lori Winkleman, *Emerge LLC*.

"The kit contained eight pages of information about the film, actors and technical specifications, as well as a business card, DVD of the film and small promotional items, attached to the rings inside," says Winkleman. "UniKeep™ provided the perfect solution to contain all of these elements. It was cost effective to have a custom printed cover insert that could be viewed both inside and outside the kit, as well as contain a host of items in an organized manner. It really helped tell the film's story in a progressive way while holding the attention of the viewer. The best part is that this kit could be closed and passed on to another person without pieces falling out or becoming disorganized."

Emerge is always working hard to please clients and meet the specific needs of each project, and UniKeep™ was the perfect partner. "This kit fit like a glove with the creative concept; my client was delighted," says Winkleman. "They loved

that the kit was a different size than the standard folder-sized press kits that are mailed out to distributors. It was a huge bonus to be able to include dimensional, promotional items in this kit as well and not have to worry about things moving around in shipping. We knew when the film critics and distributors received the kit everything would be in place and easy to find.”

The UniKeep™ team is always very professional, and Lori Winkleman was impressed by what they would do for each individual project. “It amazed me to know that in just a few days, custom page holders could be produced to accommodate our smaller format View Case Binder™,” says Winkleman. “I knew this project was in good hands and can’t wait to find another reason to work with UniKeep™. They know how to conduct business and strive to meet the needs of their clients. They actually listened!”

Emerge LLC is a women-owned graphic design and marketing firm, dedicated to the extraordinary creative potential that lies within each of their clients. Based upon the premise that great design should be accessible to everyone, they focus their energy on listening to client’s ideas, and refining them into a comprehensive program that best communicates to their targeted audience. By using the power of good design, *Emerge* delivers concepts that differentiate their client’s message from the rest of their competition, delivering measurable results at the end of the day.

About UniKeep™ Binders

UniKeep™ manufactures an award-winning line of 100% polypropylene binders that are both stackable and fully enclosed. All of their products offer unique functionality and easy, creative customization. UniKeep™ has won numerous awards and rave reviews for the design of their products, their high quality printing and creative customers solutions. For more information, please visit www.unikeep.com.