

## CASE STUDY

PHOTO + VIDEO

# TRI-PAR DIE & MOLD CORPORATION

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## THE CHALLENGE

### *Showcasing Superior Quality and Capabilities*

Tri-Par Die needed to show their high-quality precision molding, tooling, and contract manufacturing to prospective customers. They were struggling to convey what set them apart from the market.



## THE JOURNEY

### *Discovering Not All Photography is the Same*

The company realized their website no longer reflected their company vision, and the product photography did not showcase their complex capabilities. Tri-Par was looking for product photography which would “speak louder than words.”

## THE SOLUTION

### *Professionally Shot, Highly Detailed Photography*

Custom Direct, Inc. proposed photography of the individual Tri-Par products, shot at the CDI in-house photography studio. This set-up would utilize professional lighting and photography equipment to capture the complex details of Tri-Par’s precision molded products. Additionally, CDI would develop a video showcasing the intricacies and functionality of Tri-Par’s Turn-Key Injection Molding Cell, as well as additional on-site video capturing the mold shop and other injection mold machines.



## THE IMPLEMENTATION

### *Creating a Visual Library of Tri-Par's Capabilities*

CDI produced over 40 new images of Tri-Par's products, shop-floor, and machines - implementing a photography objective to capture the most important aspect of each item to emphasize Tri-Par's detailed capabilities. The new, professional photos and video served as the backbone for a completely redesigned website, also completed by CDI. Rather than heavily relying on text, CDI was able to design the new Tri-Par website utilizing the new photographs and video, which now spoke volumes in terms of the company's capabilities.



## KEY RESULTS

### *A New Website with Photography and Video Telling the Story*

Tri-Par's new website includes not only visually appealing photography throughout the pages, but also an in-depth gallery that can be filtered by industry. This allows prospective customers to easily find a detailed view of Tri-Par's capabilities. Each individual product showcases its vital attributes, highlighting Tri-Par's commitment to high-quality production. Additionally, the new photography serves as a useful resource for any future media or resources Tri-Par wants to develop, from sell-sheets and social media posts, to trade show material.