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FOR IMMEDIATE RELEASE

## BLACKDOT CREATIVE MARKETING CO. EXPANDS AWARD-WINNING EUROPEAN PRODUCT The EVOLine® e-place design suite of hidden appliances now available in the U.S.

**DECEMBER 18, 2012 • Geneva, Illinois** | Chicagoland-based Schulte Electro Systems Corporation representing EVOLine®-USA commissioned BlackDot Creative Marketing Co. to launch the American division by developing the branding of its European product for consumers in the United States. "Consumers here resonate with lifestyle brands, so our primary goal was to present this incredibly innovative technologically-advanced product in an elegant yet functional way." Christen Black, President BlackDot Creative Marketing Co. (a.k.a. BlackDot Agency). "Maintaining the same brand identity of the European EVOLine® product line while enticing the American public with this revolutionary product was at the forefront of the design process".

Capitalizing on lifestyle photography, BlackDot Agency developed a modern sleek site with a fluid shopping experience. The aesthetic is upscale with clean lines and represents the well-designed product perfectly. The company's tagline "design+function" is reflected in the web site shopping experience. The marketing strategy also incorporated printed collateral, social media campaigns and traditional media. The Red-Dot Award-winning product was showcased on a Travel Channel episode where its pop-up electrical EVOLine® Port for kitchen counter tops was featured. Demonstration videos were also incorporated into the site so that interior designers and consumers are able to experience the hidden feature of the EVOLine® products almost firsthand.

The National Kitchen and Bath Association reported that for 2012 the "transitional" style kitchen outranked the "traditional" kitchen for the first time ever. Proving the trend for more modern design. Clean & simple aesthetics are on the rise. "Hidden appliances fit perfectly into that trend," says Julia Schulte of EVOLine®-USA. EVOLine® produces retractable electric ports and docking stations suitable for kitchen, office and high-end hotel applications.

### ABOUT BLACKDOT CREATIVE MARKETING CO. CORPORATE BRANDING • WEB DESIGN • SOCIAL MARKETING

BlackDot Agency specializes in corporate branding, web site development, social media marketing, print & e-marketing campaigns.

We develop strategies, name companies and products.  
We invent identities, come up with creative tag lines, architect logos,  
design attention-getting web sites, develop e-marketing campaigns, create advertising & direct mail pieces.  
We use social media to support the marketing of brand & products.  
We're more than just designers...we're marketers.

### ADDITIONAL INFORMATION

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