**AirBench – New Insert Design - Briefing**

AirBench manufacture a range of dust extraction products. Our main product is the AirBench downdraught bench.

One of our main marketing approaches is to place inserts in industrial magazines. We print approximately 500,000 leaflets per year and send these to a wide range of publications.

Our current insert design is tired and has been in use since 2015.

We would like to update this design to reflect our current branding. On completion of this project, the new design will also be used to showcase other products.

Requirements for new design

* Must include the new illustration of an Air Bench with arrows – ‘2019 bench with arrows’ file
* Must include application photographs – see ‘Application pics’ folder
* Must include our new logo – ‘airbench-logo.svg’
* Must include text as per 2015 leaflet – ‘2015 leaflet.pdf’
* Must reflect our current product information leaflet designs

The new file ‘2019 bench with arrows’ is flexible and we would be open to any proposed changes to this design.