

DELIA ASSOCIATES

# YEAR-TO-DATE ROUNDUP

MAY 2022

Where B2B Brands Go To Grow.





## **WE TAKE B2B BRANDS FROM ORDINARY TO EXTRAORDINARY**

Delia Associates uncovers, prioritizes and amplifies the unique, hidden and often overlooked dynamic brand assets of b2b companies, then applies creative power to them through emotional connections with their customers that build preference and established relationships.

In short, we take brands from “commodity” to “preferred business partner.”

Throughout the year, we like to highlight these efforts with a roundup that showcases a collection of our most recent brand development work.

***We invite you to take a look.***

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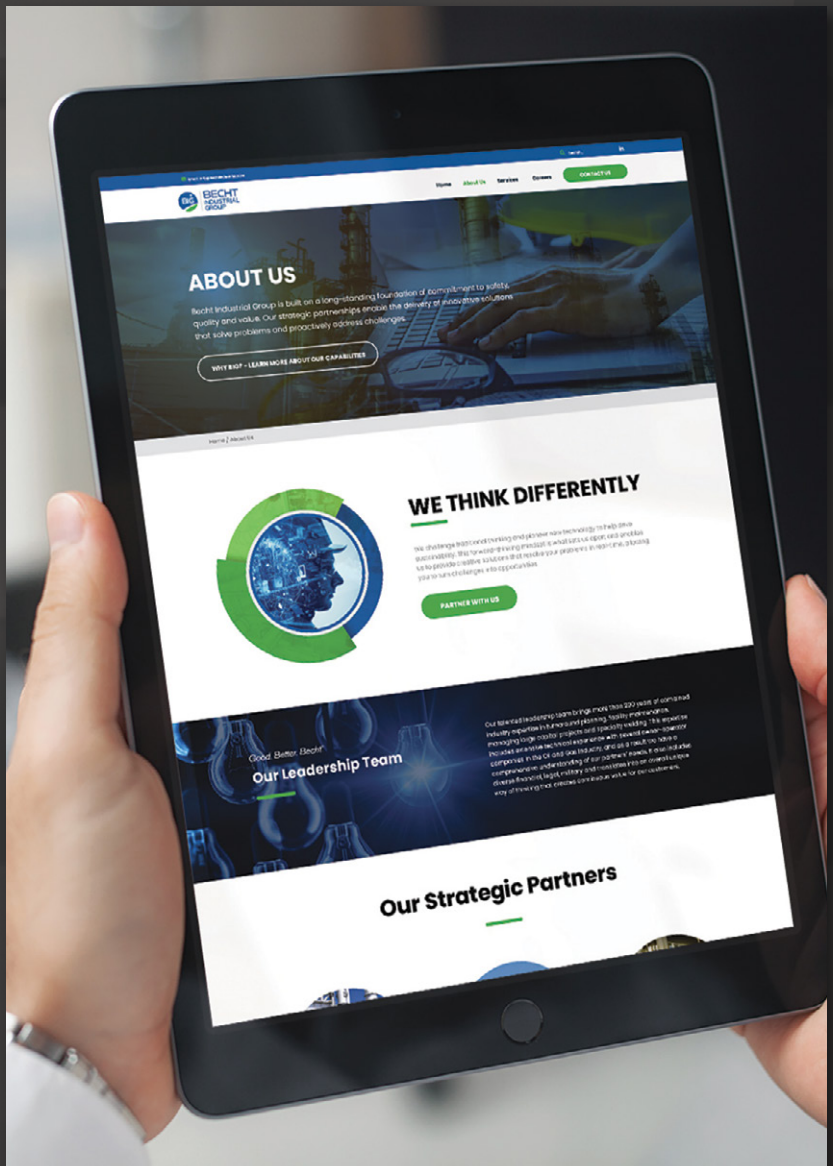
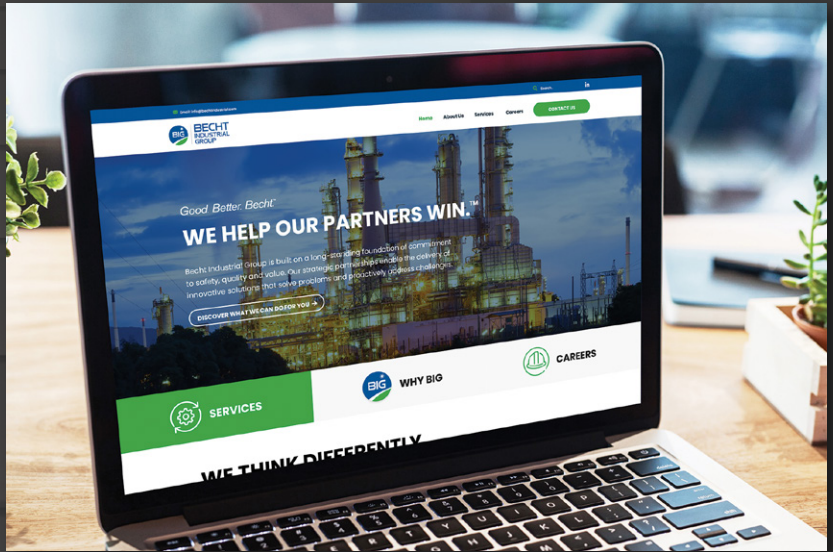
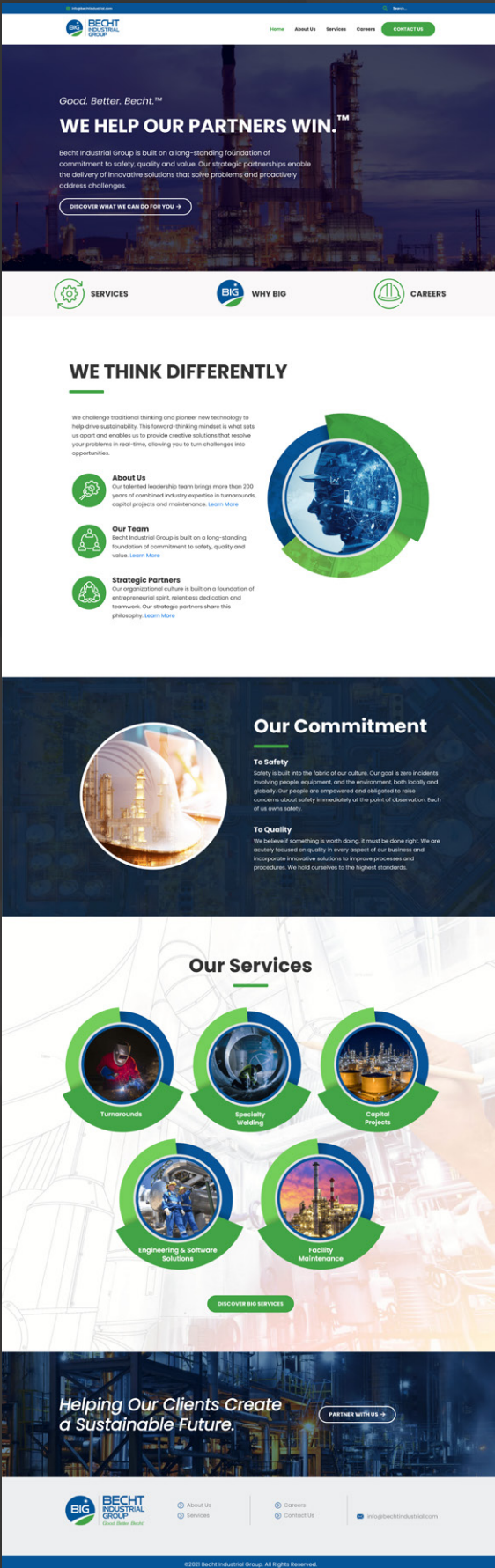
→ TAKE A TOUR OF OUR FULL PORTFOLIO AT: [DELIANET.COM/WORK](https://delianet.com/work)

# BECHT INDUSTRIAL GROUP:

Website & Brand ID

*Extending reach for an emerging brand*





# CCL CONTAINER:

Trade Advertising

*Sustained leadership in sustainable packaging*

**WHEN AN ALUMINUM AEROSOL TURNS A PRODUCT INTO A SUCCESS STORY, IT'S NOT MAGIC, IT'S CCL.**

With outstanding resources, capabilities and experience, it's no surprise why companies turn to CCL Container first for their aluminum aerosol needs. Global brands, store brands and specialty brands all trust CCL to create consumer-preferred packaging that stands out at point of purchase.

- Full-Contour Shaping
- Dynamic Decorating
- 100% Recyclable
- Exceptional Service

Call 724-981-4420 OR Email: [kkizer@cclind.com](mailto:kkizer@cclind.com)

CCL Container  
One Llodio Drive, Hermitage, PA 16148  
[cclcontainer.com](http://cclcontainer.com)

NEW! CopperTone Water BABIES pure & simple Whipped SUNSCREEN 50 BROAD SPECTRUM SPF 50 Free of: Fragrances, Parabens & PABA Water Resistant (80 Minutes) #1 Pediatrician Recommended Brand 5.0Z (142g)

CopperTone Tanning Delone & Co. AUSSIE

# HOW THE SUMMER TAKES SHAPE

With sleek and convenient aluminum aerosol packaging for your sun care products, the summer is shaping up nicely.

- Full-Contour Body Shape
- Striking Graphic Designs
- 100% Recyclable Designs
- Rust-Free Construction
- Wide Range of Sizes

Call 724-981-4519 x357 OR Email: [kkizer@cclind.com](mailto:kkizer@cclind.com)

CCL Container  
One Llodio Drive, Hermitage, PA 16148  
[cclcontainer.com](http://cclcontainer.com)

CCL [cclcontainer.com](http://cclcontainer.com) THE WAY TO SPRAY:  
**ALUMINUM AEROSOL CANS FROM CCL.**

[LEARN MORE >](#)

CCL [cclcontainer.com](http://cclcontainer.com) CCL ALUMINUM BOTTLES HELP BEVERAGE BRANDS STAND APART FROM THE REST.

[LEARN MORE >](#)

CCL ALUMINUM AEROSOL CANS HAVE INFINITE RECYCLABILITY

[LEARN MORE >](#)

# FOREVER FRESH

For emerging brands making their mark and iconic brands balancing tradition and innovation, CCL Container aluminum beverage bottles deliver the experience beer drinkers demand.

- **Fresh Look**  
Dramatic curves and vibrant graphics with up to nine colors command attention.
- **Fresh Feel**  
Lightweight and perfectly contoured, the process of "grab, lift, tilt" never gets old.
- **Fresh Taste**  
Stellar chill retention and resealability make the last sip as satisfying as the first.

Make the outside as special as the beer inside.  
Request free beverage bottle samples at: [cclcontainer.com/beveragebottles](http://cclcontainer.com/beveragebottles)

Contact Kimberly Kizer, Vice President Sales, 724-981-4420 or [kkizer@cclind.com](mailto:kkizer@cclind.com) to see how CCL can make your beer brand stand out.

CCL Container  
One Llodio Drive, Hermitage, PA 16148  
[cclcontainer.com](http://cclcontainer.com)

# NO MIX. NO POUR. NO GLASS. JUST OPEN AND ENJOY.

Elevate your spirit brand by serving pre-mixed concoctions in ready-to-sip aluminum bottles from CCL Container.

- Custom shaping with full-length curves.
- Custom printing with up to 9 bold colors.
- Custom finish with matte, gloss, and texture.
- Featherweight and unbreakable.
- Looks cool and stays cool.
- Stunning and sustainable.
- And we have never seen a "no aluminum bottles allowed" sign.

Request free beverage bottle samples at: [cclcontainer.com/beveragebottles](http://cclcontainer.com/beveragebottles)

Contact Kimberly Kizer at 724-981-4420 or [kkizer@cclind.com](mailto:kkizer@cclind.com) to see how CCL can make your spirit brand stand out.

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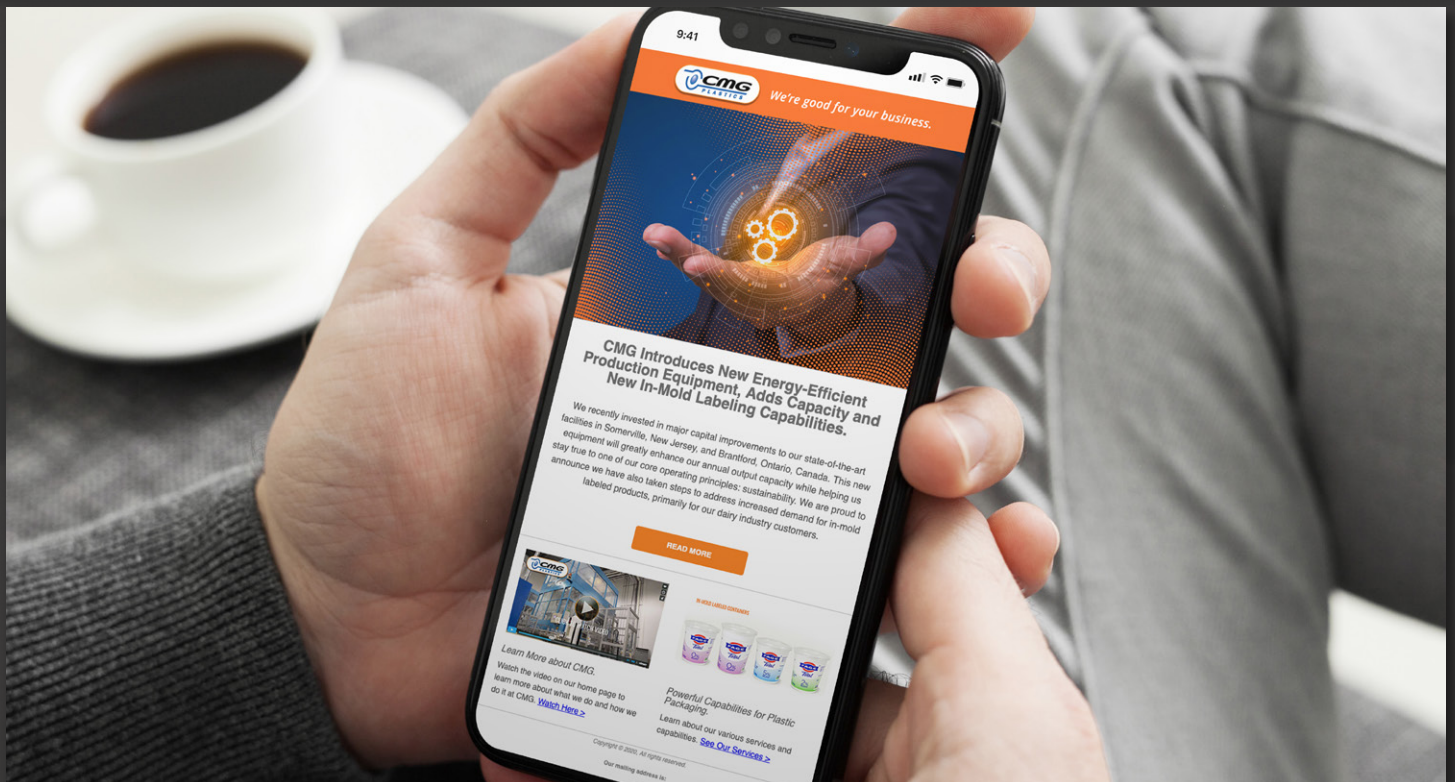
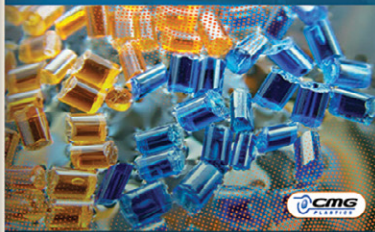
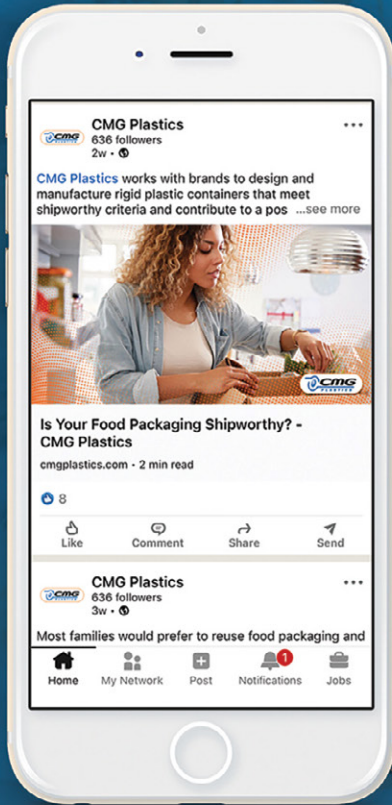
# CMG PLASTICS:

Content Development

*Driving future growth through meaningful communications*





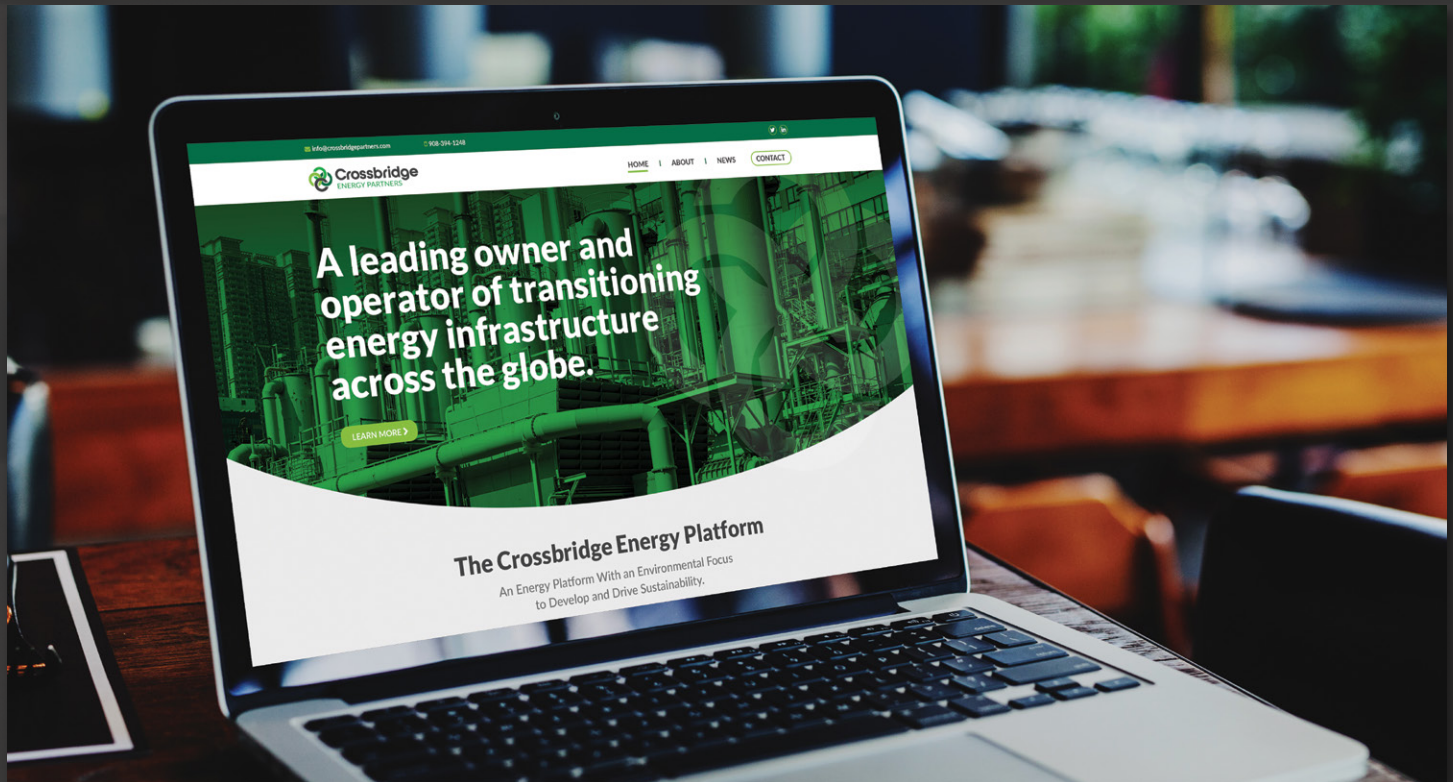


# CROSSBRIDGE:

Website & Brand ID

*Building a strong brand foundation  
for accelerated growth*





# GLEICHER:

Brand ID, Presentation & Info Sheet

*Development of a stronger, more strategic brand position for superior distinction*



*Gleicher...*  
Converting Adhesives & Fasteners for Manufacturing  
*We're making great products even better.*

**JON SMITH**  
JOB POSITION

- 851 Jerusalem Road  
Scotch Plains, NJ 07076
- P: +1 800-233-2211  
C: +1 000-000-0000
- sales@gleicher.com
- www.gleicher.com

**EXPERTS**   **SERVICE**   **QUALITY**

*We're making great products even better.*



## THE GLEICHER DIFFERENCE

With Gleicher as your partner you'll always make **The Right Choice.**

When you turn to a Converter for help in developing products, you need one with expertise, experience, and proven results. One that's plugged in with leading material suppliers. Someone who understands your needs, no matter how simple or complex. Someone you can trust. **THAT'S GLEICHER.**

*Gleicher... We're making great products even better.*

**EXPERTS**

As a conversion engineer for automotive and medical, we know how to design, develop, and test your product. Our expertise is in the materials and processes that make your product work.

**SERVICE**

Whether you need a prototype or a full-scale production run, we have the resources and experience to get you the results you need. We're here to help you every step of the way.

**PEACE OF MIND**

**CONVERSION & DESIGN**

Product/Brand Performance

**MANUFACTURE & MANUFACTURING**

**QUALITY**

Consistently reliable solutions and proven results. Our expertise is in the materials and processes that make your product work. Our experience is in the materials and processes that make your product work.

**Choose Gleicher and you'll always make The Right Choice.**

**OUR END-TO-END SOLUTIONS, YOUR PEACE OF MIND. Everything you need. When you need it. How you need it. That makes Gleicher The Right Choice.**

**THE RIGHT SOLUTIONS**

The Gleicher difference is in the materials and processes that make your product work. Our expertise is in the materials and processes that make your product work. Our experience is in the materials and processes that make your product work.

- Design and engineering solutions
- High precision
- Process control and tooling
- ISO certification
- From prototyping to full-scale production
- Extensive stock and material inventory

**THE RIGHT CAPABILITIES**

With over 100 years of experience, we have the resources and expertise to help you with every step of the way. Our expertise is in the materials and processes that make your product work. Our experience is in the materials and processes that make your product work.

- Lean manufacturing
- 5S and Kaizen
- Value Stream Mapping
- Statistical Process Control
- Automated manufacturing
- Welding and brazing
- Blow molding
- Injection molding
- Multi-layer and thin-walled
- Micro-machining

**THE RIGHT MATERIALS**

Gleicher offers thousands of products and material options. Our experienced product specialists know the performance capabilities and characteristics of the materials we use. All of our materials are sourced from the world's leading material suppliers. Our expertise is in the materials and processes that make your product work. Our experience is in the materials and processes that make your product work.

**EXPERTS**

As a conversion engineer for automotive and medical, we know how to design, develop, and test your product. Our expertise is in the materials and processes that make your product work.

**CONVERSION & DESIGN**

**PEACE OF MIND**

**MANUFACTURE & MANUFACTURING**

**QUALITY**

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**SERVICE**

Whether you need a prototype or a full-scale production run, we have the resources and experience to get you the results you need. We're here to help you every step of the way.

**COMMUNICATION & ELECTRONICS**

**HEALTH & MEDICAL**

**MILITARY & DEFENSE**

**PACKAGING & REMEDIATION**

**TRANSPORTATION & AEROSPACE**

**CONTACT US**

1-800-368-3636  
www.gleicher.com

# MINALEX:

E-News Updates

*Making big news for a miniature aluminum extrusions manufacturer*



## 24,000 EXTRUSIONS. A MILLION POSSIBILITIES.

Beginning with Die #1 back in 1965, Minalex has steadily added to its inventory of custom precision extrusions ever since. Though they can vary in size, shape, and length, all die 30 miniature custom pieces within a 3.5" diameter circumference and manufactured to extremely tight tolerances, often as small as 0.001 inches (0.025cm).

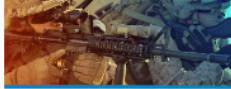
Also noteworthy is that some of the company's initial extrusions remain in production to this day. This legacy is a testament to Minalex's focus on cultivating long-term customer relationships.

This includes relationships with some of the world's most notable brands. Now led by the family's second and third generations, the company maintains and securely archives all 24,000 dies.

**CASBY STATES, "IT'S AMAZING TO SEE THIS WHOLE COLLECTION IN ONE PLACE AND REALIZE ALL THE WAYS MINALEX HAS CONTRIBUTED TO THESE INDUSTRIES OVER THE YEARS."**

## MINALEX PRECISION ALUMINUM EXTRUSIONS ENHANCE ACCURACY OF NEXT GEN OPTIC SCOPES FOR FIREARMS

Recent technological advancements have helped military-grade scopes improve overall accuracy and safety through a variety of specialized options. Among these features are powerful long-range magnification, enhanced color, contrast, and illumination capabilities, as well as advanced turrets and reticles that provide precise adjustments for elevation, parallax, windage, and movement.



### Precision Extruding Hits the Mark

Because these mounts are vital to the scope's performance and functionality, they must be manufactured precisely.

Minalex's expertise in producing miniature aluminum extrusions to +/-0.001-inch tolerances makes them the perfect partner to create these mounts. Among Minalex's best-known clients for these mounting accessories are Williams, Weigand, and Trjicon. These lightweight mounts are now an industry standard and are used to attach other essential accessories including tactical lights, laser modules, and night vision devices.

Many are "smart scopes," utilizing Bluetooth and mobile phone app technology to deliver critical data that further enhances user accuracy. As a result, mounting these state-of-the-art scopes to firearms precisely and securely is a priority, making precision manufacturers like Minalex frequent suppliers of choice. For 30 years, Minalex has partnered with Department of Defense suppliers and contractors, manufacturing miniature aluminum extrusion components for firearms, other weapons, and tactical accessories. Among these is a two-part, rail-based accessory that securely mounts scopes to firearms.

As the military continues upgrading its scopes and adding new technological accessories to its arsenal, Minalex stands ready to deliver high-quality miniature aluminum extrusions to deliver utmost accuracy while ensuring the safety of all those who serve.

## THE FUTURE IS CALLING. ALUMINUM IS LISTENING.



Tomorrow's requirements for innovation, productivity, energy use, sustainability, and product performance have converged, placing aluminum at the vanguard of design and engineering.

This convergence is being noticed by design and engineering professionals who are seeing significant changes to their job duties, while being tasked with discovering innovative ways to collaborate with AI and machines. They also must incorporate manufacturing materials that are adaptable and advance engineering and productivity tools enabled by new technologies. As industries evolve at a breakneck pace, organizations and professionals can't ignore these challenges if they want to remain competitive, relevant, and successful.

### The Pandemic has led to using aluminum in forward-thinking ways.

Aluminum tops the new materials list for several reasons. Aluminum is about one-third the weight of steel while providing similar strength and rigidity. Corrosion- and bacteria-resistant, aluminum is much

easier to clean and disinfect. Among competing materials, it's more cost-efficient, a sustainability winner, and creates a much smaller carbon footprint.

With an ongoing need for "social distancing," aluminum extrusions will continue to be in high demand. Universal, easy-to-assemble framing components quickly create temporary rooms and offices, such as exam rooms, cubicle partitions, cafeteria shields, mail rooms, reception areas, and even entire hospitals. Aluminum is expected to continue playing a crucial role in new medical equipment, devices, and components, as well as a potential role in pharmaceutical manufacturing facilities. Because its non-magnetic, its ideal for high-voltage applications, and anywhere that magnetic fields or sensitive magnetic devices, such as MRIs, are in use.



**DOWNLOAD THE WHITE PAPER ONLINE** **DESIGN ENGINEERING AND ALUMINUM: FUTURE PERFECT**



## MINALEX EXTRUSIONS ARE ENHANCING HOLOGRAPHIC WEAPON SIGHTS FOR MILITARY



Minalex is playing a vital role with the military, ensuring that mission-critical tools and weaponry always remain functional.

The battery pack latch extrusion we're producing is for a local supplier and a longtime Minalex customer. When mounted to infantry weapons, the latch securely holds the battery pack to an advanced technology holographic weapon sight. In the most recent production run, Minalex extruded more than 20,000 units.

In addition to these components, Minalex aluminum extrusions are also used in a wide range of products, armaments, and equipment throughout every branch of the United States Armed Forces.

"We're extremely proud to support our military and their contractor partners in providing the equipment necessary for the military to perform their duties at the highest levels," says Michael

Casby, Minalex Vice President of Sales and Planning.

Aluminum is a logical and relatively inexpensive choice for this battery pack latch application, considering its performance advantages over plastic. With a long lifespan, aluminum is lightweight and sturdy, tolerating extreme heat, cold, and wet weather conditions.

These battery pack latches must fully protect the batteries because precision manufacturing is essential. Minalex's expertise in producing thin cut, miniature aluminum extrusions to +/-0.001-inch tolerances makes them the ideal partner to create this piece. A matte black finish helps keep the battery pack and sight mount perfectly.

These features help ensure that our troops have the accuracy they need to execute operations in the safest and most effective manner possible.

## THE MINALEX REP NETWORK IS HERE FOR YOU



### HAVE A QUESTION OR NEED A QUOTE?

It's easy to contact the Minalex representative nearest to you, just go to [minalex.com/nationwide-rep-network](http://minalex.com/nationwide-rep-network)

Minalex is open and fully operational. As the end of the pandemic draws near, our national network of Minalex representatives is ready and waiting to hear from you.

During the challenges of the past year, they have faithfully provided our customers and the National Defense Network with support, advice, and assistance, providing the highest quality aluminum extrusions for every application and need.

Your knowledgeable and helpful representative will assist you with your project by answering questions, recommending the right extrusion product and material, providing lead times, quotes and much more.



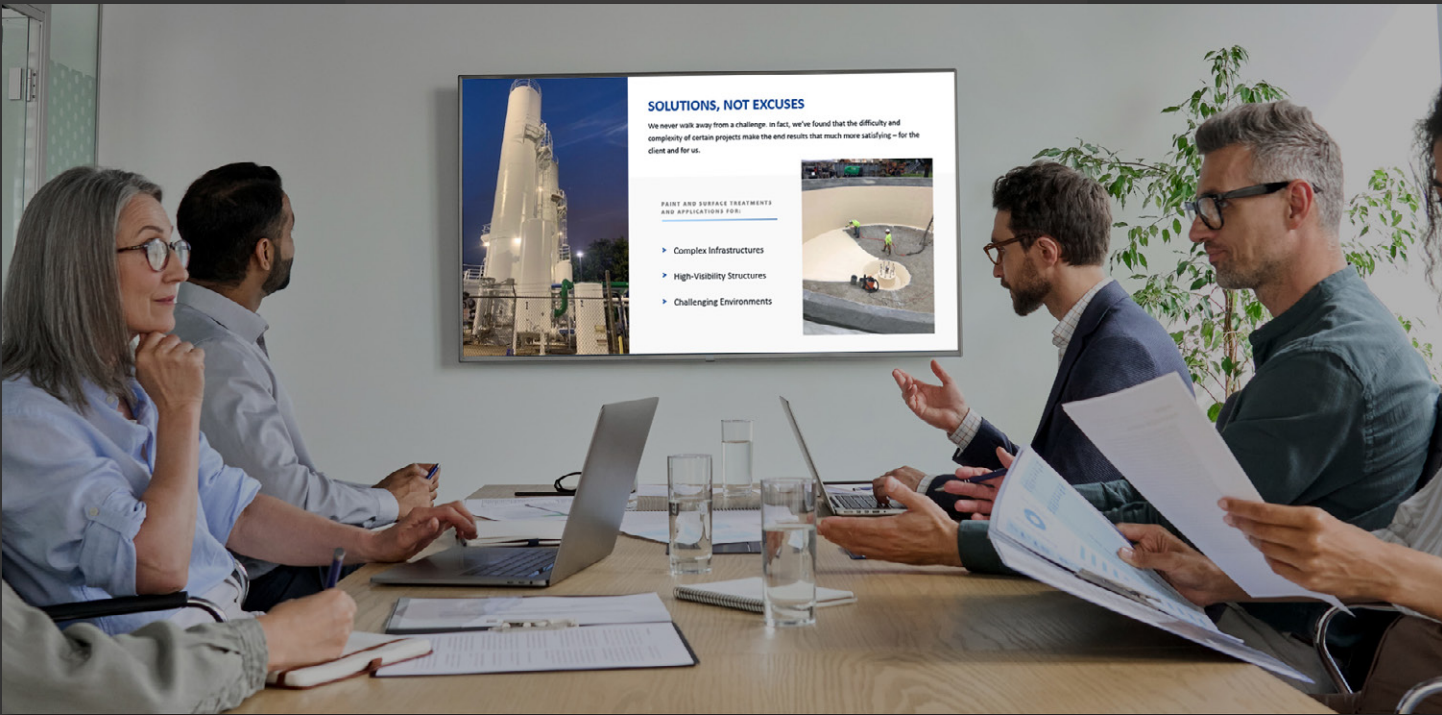
# ZACK PAINTING:

Capabilities Presentation

*Crafting a distinctive brand narrative for a leading painting and wallcovering company*







### CASE STUDY: Complex Infrastructure

SEPTA and Penn DOT, Walnut Tunnel, Philadelphia, PA

**SUMMARY**  
Zack Painting was awarded a contract under AP Contracting for Walnut Tunnel. It is a major tunnel that runs into the 26th Street Station in Philadelphia. Our project of the project, which was completed in 2019, involved sandblasting and painting the steel structure from the tunnel.

**PRIMARY CHALLENGES**  
The infrastructure, height, and accessibility of the project were highly complex. We had to work with the general contractor and the contractor to ensure that the project was completed on time and within budget. Due to the location in downtown Philadelphia, we had to work around the city's traffic and the city's strict requirements to allow other trades to work in the area.

**ZACK PAINTING SOLUTIONS**  
A tight project timeline required us to have one-on-one sessions with the client, working from 10 hours a week. Because we were on-site and working during the day, we were able to coordinate with the client's schedule and ensure that the project was completed on time.

**RESULTS**  
Zack Painting's team was able to complete the project on time and within budget. The client was very satisfied with the results and the quality of the work. The project was a success for both the client and Zack Painting.

### CASE STUDY: High-Visibility Structures

Lower Merion Grandstand, Lower Merion Township, PA

**SUMMARY**  
This project involved sandblasting and painting the steel structure of the grandstand. The project was completed in 2019. The grandstand is a large structure that is used for seating at the stadium. The project was a success for both the client and Zack Painting.

**PRIMARY CHALLENGES**  
The project was highly visible and was in a high-traffic area. The client was very concerned about the safety of the workers and the quality of the work. We had to work around the city's traffic and the city's strict requirements to allow other trades to work in the area.

**ZACK PAINTING SOLUTIONS**  
We designed a custom paint and equipment to ensure that the project was completed on time and within budget. We used a high-quality paint that was designed for high-visibility structures. We also used a custom paint and equipment that was designed for high-visibility structures.

**RESULTS**  
We were able to ensure a safe environment for both the public and our workers throughout the project. The project was completed on time and within budget. The client was very satisfied with the results and the quality of the work.

### CASE STUDY: Challenging Environment

AC30 Drawbridge, Atlantic City, NJ

**SUMMARY**  
Zack Painting is currently working on a project that involves sandblasting and painting the steel structure of the drawbridge. The project is a major project that is being completed in 2020. The drawbridge is a large structure that is used for crossing the water.

**PRIMARY CHALLENGES**  
The project was highly visible and was in a high-traffic area. The client was very concerned about the safety of the workers and the quality of the work. We had to work around the city's traffic and the city's strict requirements to allow other trades to work in the area.

**ZACK PAINTING SOLUTIONS**  
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**RESULTS**  
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### ZACK PAINTING: AT A GLANCE

A company built on safety, problem solving, and customer service for nearly 100 years, combining large complex expertise and resources with small company focus and attention to detail.

**FOUNDED**  
1922 by Philip H. Zack and still owned by the Zack Family (Michael and David) today

**LOCATION**  
Centrally headquartered in Fort Lee, NJ

**SERVICE AREA**  
Throughout the 31-State area and across the country

**PROJECT SCOPE**  
Small to large-scale commercial, industrial, and institutional projects

**PARTNERS**  
General contractors and construction managers

### WE EFFECTIVELY WORK WITH

- Property Owners
- Project Managers
- Procurements
- Engineering Personnel
- Government Agencies (EPA, OSHA, DOT, & Others)
- General Contractors
- Adjacent Subcontractors
- Supply Chain Partners (Materials, Applications, & Equipment)

Zack Painting offers a wide variety of painting and wallcovering services for commercial clients in New Jersey and throughout the region. We have served local business owners and managers for nearly a century, and our reputation for high quality, reliability, and overall professionalism is unmatched in the industry. We look forward to building a long-term relationship with your company.

### OUR CORE SERVICES

- COMMERCIAL**
  - Interior and Exterior Painting
  - Maintenance
  - Prepwork for Structural Steel
  - Electrocoat Painting
  - Lead Abatement
  - Lead Remediation
  - Prepwork Painting
  - Line Striping
  - Flooring Installation and Floor Preparation
  - Acoustical Ceiling Tile Coating
- INDUSTRIAL**
  - Sandblasting
  - Lead Abatement
  - Concrete Repair/Coating/Epoxy Flooring and Floor Coating
  - Prepwork
  - Manufacturing Equipment, Machines, and Machinery Painting
- WASTEWATER AND WATER TREATMENT FACILITIES**
  - Concrete Patching and Resurfacing
  - Plural Component Epoxy Coatings
  - Crack Remediation and Injection
  - Water and Sewage Treatment Facilities Painting

### OUR TEAM OF EXPERTS

**DAVID ZACK**  
PRESIDENT  
35 years in business,  
3rd Generation Owner

**ADAM WISEMAN**  
PROJECT MANAGER  
20 years in the industry /  
Certified NACE Coating Inspector

**BOB BROWN**  
SAFETY MANAGER  
Safety Manager here at  
Zack Painting

### SAFETY: A CORE VALUE SINCE 1923

Zack Painting's culture of safety extends from senior management and field crews to subcontractors and partners. An on-site environmental health and safety expert evaluates every job site to ensure the safety of our team, the client, and the general public. No exceptions. Ever.

**WE COMPANY RISKED FOR ZERO**  
Zack Painting recently achieved a record Environmental Modification Rating (EMR) of 126, for surpassing the 12 industry standard for safety and loss prevention.

**ZACK SAFETY AWARD**  
Zack Painting received this prestigious award from the New Jersey Subcontractors Association.

**AFFILIATIONS**

- SPCC Certified Contractor (Specialty for protective coatings, formerly Steel Structures Painting Council) OPI and OPI Certified
- Member of AMPPE, the global leader in developing corrosion prevention and control standards, certification, and education
- NJ State certified lead abatement contractor
- Affiliation with IUPAT (International union of painters and allied trades)

### REPRESENTATIVE CLIENTS

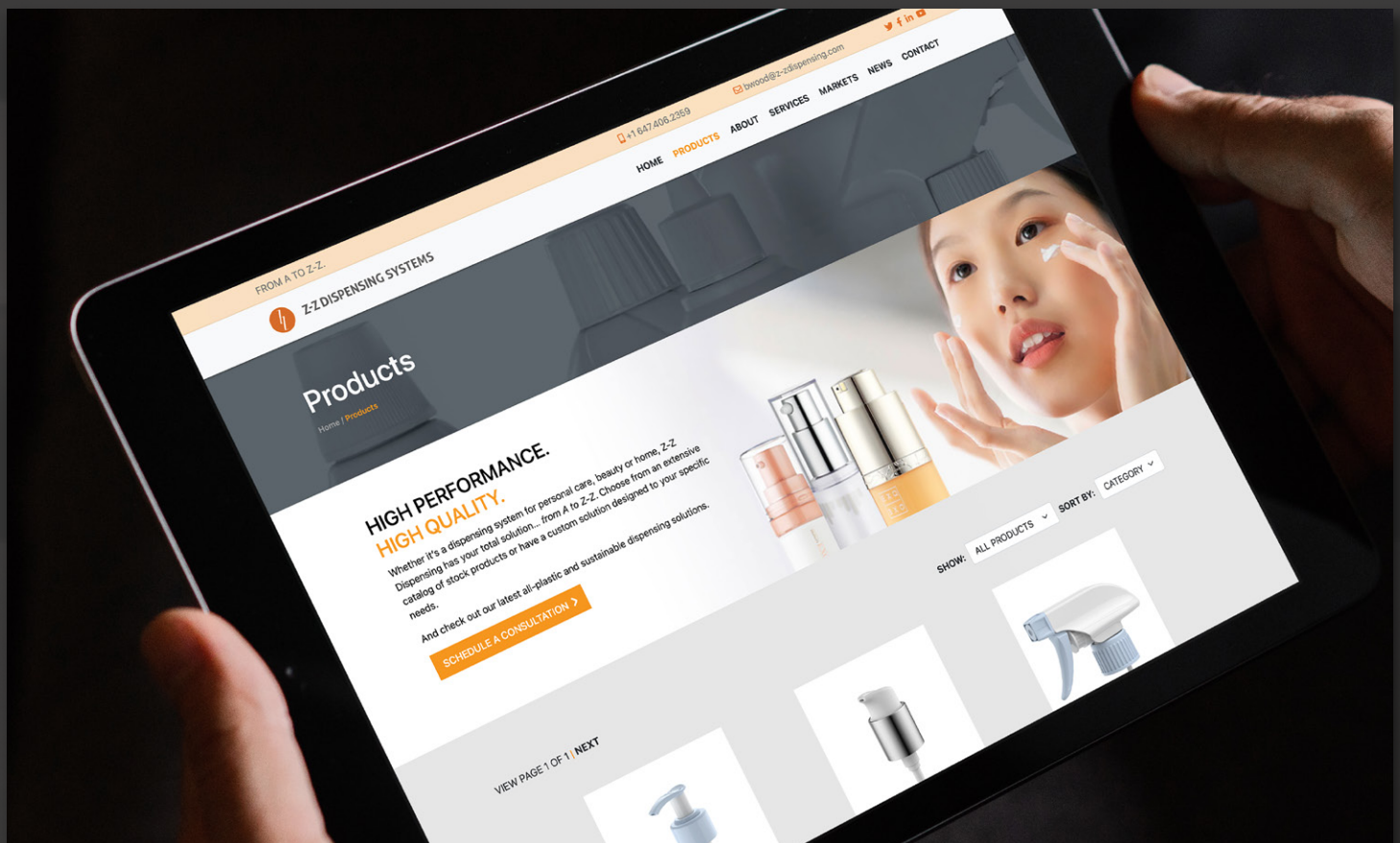
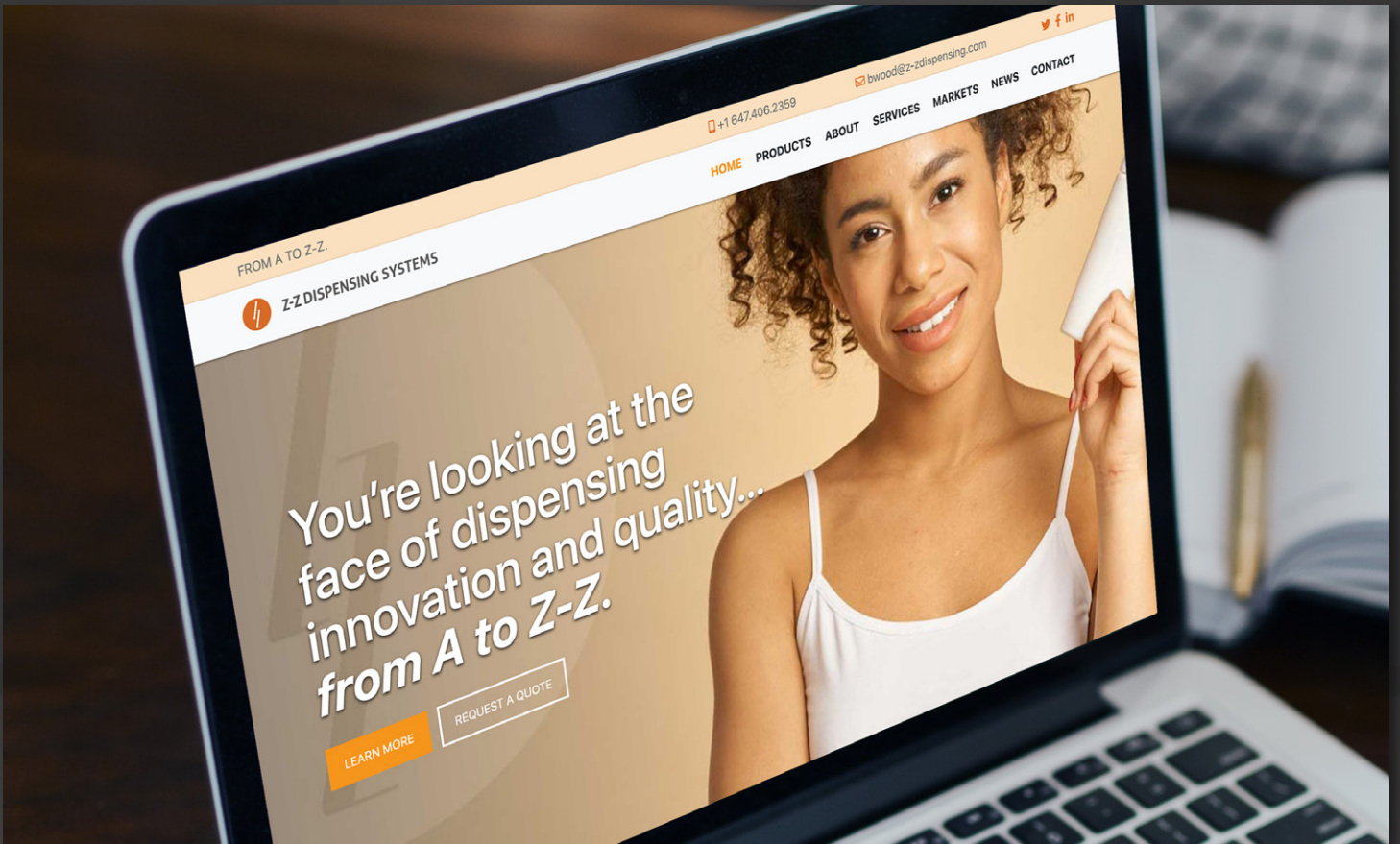
- COMMERCIAL**
  - Marriott
  - Associated Green Hill
  - Wynn's
  - Starbucks
  - Bank of America
  - Chase Bank
  - Bank of Montreal
- HIGHER EDUCATION**
  - Rutgers
  - Princeton
  - NIIT
  - Seaton Hall
  - Drew University
- UTILITY**
  - PSEG
  - NJ Natural Gas
  - SEPA
- PHARMACEUTICAL**
  - Merck
  - Johnson & Johnson
  - Boehringer Ingelheim
  - Sigbee
- DATA CENTERS**
  - CyruOne

# Z-Z DISPENSING:

Brand ID and Website

*Giving an overseas brand  
a US-based presence*





# THANK YOU FOR LOOKING!



Where B2B Brands Go To Grow.

**WE TAKE B2B BRANDS FROM ORDINARY TO EXTRAORDINARY**

If you want to find out more or simply “talk brand,” contact us at:

📞 908-534-9044 | ✉ [info@delianet.com](mailto:info@delianet.com) | 🌐 [delianet.com](http://delianet.com)