

## **NEWS Release**

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### **Baker Dillon Group and its design partners win a gold ADDY for U.S. tradeshow booth and brochure**

#### **Point of purchase campaign award presented by Fresno Advertising Federation for TSI Group creative work.**

Clovis, CA (April 19, 2013) – Baker Dillon Group and its creative team have been awarded a Gold ADDY from the Fresno Advertising Federation for point of purchase campaign work on the TSI Group tradeshow booth and corporate brochure.

Baker Dillon Group, based in Northern California, is a nutraceutical brand marketing firm and one of the natural products industry's premier promotion firms. It is TSI's agency of record for advertising, public relations and promotion development.

The trade show booth, unveiled at Engredea in March 2012, features an artistic motif design of tablets and capsules in various color shades.

"We wanted a booth that was open and welcomed our customers and used art that was unique and could distinguish our company culture," said Larry Kolb, TSI Group managing director of innovation products division based in Missoula, Mont.

"We've branded ourselves for the new generation of services and products we offer," added Kolb.

TSI Group is the Hong Kong registered global researcher, developer and manufacturer of ingredients and finished products with offices in the U.S., EU, Australia, Japan, and China,

Baker Dillon Group under the direction of Karena K. Dillon is a Total Involvement Marketing™ firm specializing in product and corporate brand development, advertising, public relations, graphic design, collateral materials, website development, social media, corporate

event production, and trade show promotion, as well as other elements to create successful corporate business strategies.

For more information about trade show booth and collateral design contact Karena Dillon at [Info@BakerDillon.com](mailto:Info@BakerDillon.com) or 559.325.7191. The website is [www.BakerDillon.com](http://www.BakerDillon.com).

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