

News From the Firehouse!

King of the Road

When Hare Strigenz designs vehicle graphics such as the Sargento semi trucks; the Sargento parade vehicle; Building Service Inc. (BSI) vehicles; and the Benz Oil trucks, we know our clients want to create lasting impressions nationwide.

The 40 Sargento semi trucks traveled 3,677,477 miles last year, enough to circle the world 147 times! In addition, the Sargento parade vehicle has been seen by over 140,000 screaming fans between two Packer home games, as well as several parades in Southeastern Wisconsin. Imagine the amount of people who see these "traveling billboards".



Let us know where you have seen these vehicles!

Post on the [hsdesignlab Facebook page](#).

Hare Strigenz Welcomes New Clients:

- Lighthouse Clinic
- WCJ Pilgrim Wire



Fire House Shout Outs

Congrats to Dr. Heatley, renowned sinus expert, and pioneer of the process of nasal washing and founder of SinuCleanse® for being appointed as Interim Medical Director at the American Family Children's Hospital.

Bravo, to Trinity Academy of Irish Dance for 30 years of excellence and to Robert Erdmann of Robert J. Erdmann Design for winning the Objects of Desire contest, earning him a place in the November issue of Photo District News.

Social Media: Evolution of Communications

Companies are recognizing the importance of a strong social media presence. After attending a social media summit at Marquette University in October, our team is bubbling with fresh ideas to help our clients reach their fullest potential online.



Things we always keep in mind:

Make connections, because solid content is everywhere. Social media isn't a fad; it is a natural evolution of human interaction, so we treat it that way by engaging with followers. We bury ourselves in information, because research will always make content unique.

To become a new client, or for more information about our firm, or our firehouse, please call 414.272.0072 or email: paula@hsdesignlab.com or juergen@hsdesignlab.com

Hare Strigenz Design is a strategic brand communications and graphic design firm specializing in the development of brand identity systems, packaging, and marketing materials for a variety of businesses and organizations throughout the United States.

