



TERCET CONCLUDES 2005 CATALOG PROJECT FOR S&S ACTIVEWEAR

Chicago...December 1, 2004 – The Tercet Group, a marketing and design firm in Chicago's West Loop, announces it has wrapped up the development of S&S Activewear's 2005 catalog.

This is the fourth-consecutive year that Tercet has managed this annual project, and the 2005 edition – at 300 pages – is the largest in S&S Activewear's history. S&S is a national distributor of imprintable sportswear, and the company's annual catalog serves as its primary sales and marketing tool.

The entire project takes approximately six months to complete with Tercet managing every aspect, from designing page layouts and managing 10 weeks of photoshoots to proofing all copy and being on the final press check.

Since Tercet started handling the project the catalog has grown an average of 20% each year, reflecting overall business growth experienced by S&S Activewear.

"We're very proud that the catalog has directly contributed to S&S Activewear's growth as a company and is now considered the industry standard," said Pam Helminski, one of Tercet's principals and the primary account manager for S&S Activewear. "It's also inspired S&S to really expand their marketing efforts to include a range of tactics, all of which play off the images and theme put forth by the catalog each year. We love to see all of the hard work by both Tercet and S&S' marketing department directly benefit the company as a whole."

Visit www.tercetgroup.com to view the S&S Activewear catalog history, as well as other materials designed by Tercet for S&S.

"Good Things Happen in Threes": About The Tercet Group

Since 1999 The Tercet Group has worked with companies of all sizes and industries to help them attain their business goals as their marketing communications partner. Tercet was founded on the belief that marketing communications shouldn't cost a fortune and comes full circle...in other words, there is an undeniable relationship between an agency, its clients and the people with whom these clients do business. For more information visit www.tercetgroup.com or call 312.432.7550.