

CAUTION, USBS AHEAD

LOGOTECH MADE THE USB DRIVE NO ONE ELSE WOULD

M. Koutsourais had us make a custom, 2D USB flash drive for his division at national road construction materials supplier. The drive is a caution sign showing falling rocks – sign similar to what a driver may see in the mountains.

It also perfectly represents what his area does – prevents rockfalls and other geohazards on highways. Their products drape mountainsides to control the flow of rocks down the hillside. Rocks hit the mesh and are pinned to the mountainside. The mesh stops the rocks from entering into the roadway.

Koutsourais gives the USB flash drives out at trade shows and to clients and potential clients, too.

"What we have done is load all of the information related to our projects and their applications – brochures, technical data sheets, drawings – onto a USB. They are eye-catching and you see how it ties in to rock falls," he said.

Find information quickly

His division is a small segment of the company as a whole. When clients go to the company website seeking information on their products, it is easy to get a little lost among all of the other divisions in the multinational company. "People who need things, like engineers and contractors, said they had a hard time finding what they need for rockfall and geohazard mitigation," he said.

"When we visit with engineers and regulators we can hand them the USB," so the information they need is in front of them when they need it, Koutsourais said.

He's gotten excellent reactions to the custom USB drives, too.

"People like it and they like the USB. It is something they can use for other things and there is plenty of memory on them to use it every day, too. It keeps our name in front of them as they use our USB," he said.