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# Catral Doyle Creative Helps Glue Dots Take Hold of Nationwide Consumer Market

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**Milwaukee** – A new package design and branding is helping Glue Dots Brand Adhesive Products stick in consumers’ minds as a must-have product for their craft and household needs.

The rebranding of the consumer segment of the company, led by Catral Doyle Creative Co., completely revamped the Glue Dots packages on store shelves. With a goal of greater penetration into the general consumer market, the rebranding also encompassed Glue Dots’ web site, print materials, point-of-purchase displays and trade show exhibits. The rebranding was preceded by a broad research effort by Catral Doyle Creative Co., including feedback from consumer focus groups.

Glue Dots International, based in New Berlin, Wis., produces a variety of adhesive products for home, school and industrial uses. The water-based, pressure-sensitive adhesive “dots” are a clean, safe alternative to hot glue guns or other messy adhesives.

The new packaging for Glue Dots’ consumer products has a clean, simple design that resulted from extensive research into what would resonate with consumers within their given markets.

“The intent of the new branding and packaging is that they instantly and visually demonstrate what the product is and what it does in a consumer-friendly way,” said Susan Catral, co-owner of Catral Doyle Creative Co. “The packaging integrates key benefits, icons and embossed dots across the top so a consumer can clearly understand and visualize what the product is. The goal is to quickly communicate that the product is easy to use and versatile..”

Glue Dots manufactures adhesive products for general household and craft uses, and has specific products for craftwork such as candle making, gift baskets and balloon arrangements. Its products are available in arts and crafts stores nationwide, including well-known outlets such as Michaels, Hobby Lobby and Treasure Island. Its web site is [www.gluedots.com](http://www.gluedots.com).

“Glue Dots has great multi-use products,” Catral said. “We were thrilled to help it broaden its reach within the consumer and craft markets.”

Founded in 1994, Catral Doyle Creative Co., 231 E. Buffalo St., specializes in graphic design, web design, three-dimensional design and visual communications. Its talented staff designs packaging, advertising, web sites, print materials and architectural elements for a broad range of manufacturing and service clients. Catral Doyle Creative also assists clients with market research, strategy and positioning. The firm donates services to numerous non-profit causes addressing social and health outreach, education, neighborhood improvement and crime prevention.

