

# CASE STUDY 2

## Linder Industrial Machinery - Fleet Branding & Visual Identity Expansion



**ROLE: President/CEO, Distinguished By Design - GSI**  
**Timeframe: 2013 - 2016**

### Problem Identity

Linder's mechanic trucks - servicing Komatsu and Wirtgen equipment across NC, SC, and FL - were plain white and lacked visibility. They asked us to create a solution that could scale.

### Solution

I led the development and rollout of a high-impact vehicle and facility branding system:

- Designed, fabricated, and installed two thematic wraps for 60+ trucks
- Earthmovers Theme: Komatsu Bulldozers, Excavators, Loaders
- Asphalt Machinery Theme: Road Pavers and Wirtgen Group equipment
- Coordinated installations across three states, including timing graphics with assembly line deliveries
- Rebranded multiple storefronts and interiors in NC and SC to ensure cohesive identity
- Oversaw design and production using Adobe Illustrator/Photoshop, Onyx RIP, HP Latex 360, and Avery Vinyl

### **Results**

- Dramatically increased field visibility and brand recognition
- Created a unified visual identity across mobile and physical locations
- Managed complex logistics across multi-state operations



# Additional Photos

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