

**FOR:** The Quell Group

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**THE QUELL GROUP BUILDS ON  
INTERACTIVE AND GRAPHIC DESIGN SUCCESS**

**FOR RELEASE**

**TROY, Mich., Sept. 27, 2007** — The Quell Group has added four prestigious American Graphic Design Awards for new media and graphic initiatives to its roster, announced Mike Niederquell, CEO and president. In the past six months, Quell has won 12 accolades — nine of them for interactive projects.

Ranked among the top 10 percent of entries honored, Quell was recognized by the 2007 American Graphic Design Awards for its client work for truck bed protection company BedRug, opiate addiction recovery clinic Rapid Drug Detox, and retail channel consulting firm Urban Science. Descriptions of the winning entries are as follows:

**Urban Science Website:** [www.urbanscience.com](http://www.urbanscience.com) simplifies the presentation of benefits and services the company provides to the automotive community and features a user-friendly design. The goal was to create an easily understood, clean and innovative website for users to navigate. The website features concise text and a robust search tool to quickly guide the user to relevant content. Additional information also is made accessible through the placement of Quell's Pathway Drivers™, triggers on each page that sustain an information stream to meet a user's needs.

**BedRug Website:** [www.bedrug.com](http://www.bedrug.com) features a streamlined, user-friendly design with several additions to quickly convey how BedRug differs from other liners with its cushioned, rugged surface. The simplified website features centralized navigation, concise copy and updated design elements. Separating content targeted toward BedRug's two audiences, consumers and dealers, was a main goal in architecting the site. From the homepage, dealers can click on a link to be directed to pages specifically for them. The site also was constructed to make use of Web 2.0 technologies such as Google Maps so users could reduce the number of clicks needed to find BedRug retailers within a 25-mile radius.

**Rapid Drug Detox Website:** [www.rapiddrugdetox.com](http://www.rapiddrugdetox.com) reassures site visitors that Rapid Drug Detox is a professional service helping users of opiates recover from their addictions. The goal was to allow the company to stand out in a very competitive market on the web. Quell achieved this through an ultra-clean, minimal design that speaks to the potential audience in a sympathetic way. Also included were links to helpful and unbiased information, as well as tags to aid in search engine optimization.

**Urban Science Display:** The Urban Science trade show display reinforces the unique capabilities the company provides to its automotive OEM clientele. Its clean and simple design aligns with the overall brand positioning and marketplace messaging. Seen at CRM and automotive trade shows globally, the dynamic and eye-catching exhibit consists of a self-erecting structure with minimalist design attributes.

Hosted by *Graphic Design USA*, a monthly magazine for graphic designers and production professionals, the competition honors exceptional graphic design, advertising art and marketing communications created by graphic designers and art directors. The projects will be featured in *Graphic Design USA's* December Awards Annual. This year, 11,000 entries were submitted from around the United States.

The Quell Group helps companies start, manage and build web communications to effectively talk to their constituents. From large-scale website development, database sites and hosting to search engine optimization, webcasts and email blasts, Quell helps clients strategically integrate new media solutions into their marketing mix.

Michigan's leading integrated brand communications firm, The Quell Group provides proprietary diagnostic tools to help companies unknot, align and market their value proposition. The company was founded in 1994 and specializes in branding and positioning companies in their respective markets, as well as creating strategic communications, marketing, advertising and public relations programs for clients in the automotive, manufacturing, professional services, consumer goods, retail, hospitality, healthcare and high-tech industries.

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