



indiana design consortium, inc.
Branding and Business Development Experts

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***idc* Lands New Major Foodservice Equipment Account**

LAFAYETTE, INDIANA—Indiana Design Consortium, Inc. (*idc*), has announced that it has been named the official marketing agency of record for Winston Industries of Louisville, Kentucky. *idc* will be working with Winston's internal marketing department to achieve very aggressive sales goals via unique marketing techniques.

Winston Industries marks the latest in *idc*'s long line of foodservice-based, business-to-business clients—which, past and present, have included Lincoln Foodservice, Nemco Food Equipment, Avery Dennison FreshMarx, Polar Ware Company and others.

Winston Industries is a 40-year-old company that specializes in cooking and holding equipment that employs the unique proprietary CVap technology. CVap technology—which stands for controlled (water) vapor—cooks by regulating the evaporation of water out of the food being cooked, while introducing heat to affect browning and texture. This process gives chefs greater, much more precise control over food quality and remarkably allows for food to be held to perfection for hours. Winston currently offers equipment with the CVap technology as well as the Collectramatic line of fryers.

idc is a business-to-business branding, marketing communications and design firm, founded in Lafayette, Indiana, in 1972. *idc* specializes in meeting the marketing needs of industrial, commercial, institutional and agricultural clients throughout the United States, offering them a full range of services in strategic marketing planning, research, and the production and management of print, display, audio/visual, electronic and social media.

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