

CAPABILITIES STATEMENT

HOLDREGE DESIGN, LLC,

DBA: IDEA KRAFT

DUNS# 080456675

CAGE/NCAGE: 7S4Z7

Ewelina Zajac-Holdrege

Founder & Creative Director

45 Lewis Street

Binghamton, NY 13901

eholdrege@idea-kraft.com

607-235-5855, ext 100

idea-kraft.com

CERTIFICATIONS:

WBE, DBE, EDWOSB, WOSB

APPROVED NAICS CODES

512110 MOTION PICTURE AND VIDEO PRODUCTION

518210 WEB HOSTING (EXCLUDING SOFTWARE PUBLISHING)

541430 GRAPHIC DESIGN SERVICES

541511 SEARCH ENGINE OPTIMIZATION (SEO) SERVICES, CUSTOM (EXCEPT HOSTING AND INFRASTRUCTURE SUPPORT SERVICES)

541511 WEB (I.E., INTERNET) PAGE DESIGN SERVICES, CUSTOM

541613 MARKETING CONSULTING SERVICES

541922 COMMERCIAL PHOTOGRAPHY

PAST EXPERIENCE

Our studio has extensive experience working with NYS Agencies and projects supported by their grants that include:

- NYS Education Department
- NYS Department of Health
- NYS Office of Alcoholism and Substance Abuse Services
- The Department of Homes & Community Renewal
- SUNY Research Foundation
- Office of Temporary and Disabilities Assistance
- Empire State Development

BUSINESS SUMMARY

From state agencies, prime contractors and educational institutions, Idea Kraft helps organizations grow and succeed through great design and targeted marketing. We build brands, design websites and create marketing collateral that makes an impact.

SERVICES

BRANDING

Strategy & Naming

Research

Visual Identity Systems

Brand Guidelines

Art Direction

Video & Motion Graphics

PRINT

Stationery

Packaging

Editorial Design

Print Advertising

Posters

Environmental Branding

DIGITAL

Interactive Design

Responsive Website Design

E-commerce

Social Media

Web Development

DIGITAL MARKETING

Search Engine Optimization

Paid Search

Social Media Marketing

Display Advertising

Email Marketing

SELECT CLIENTS LIST

Our clients, ranging from small start-ups and non-profits to global Fortune 500 companies, share our passion for quality design and understand its value to their businesses.

PRIVATE SECTOR

Caterpillar

Samscreen

Universal Instruments

Buckingham Manufacturing

Scorpion Security Products

Amphenol

Acco Brands

Alliance for Manufacturing and Technology

GOVERNMENT/HIGHER ED

Binghamton Economic Development Office

Greater Binghamton Chamber of Commerce

Broome County Government

Cornell

City of Oneonta

Broome County Land Bank

Binghamton University

SUNY Cortland

Syracuse University

Broome County Land Bank