





Brand Development & Marketing

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CAUCUS CLUB

George Sboukis

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DETROIT

PENOBSCOT BUILDING

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Opening for Dinner Service

Tentative hours will be:
Mon-Thur 4pm-10pm
Fri-Sat 4pm-11pm
Sunday 4pm-9pm

SPECIAL REOPENING MENU

WINE LIST

CAUCUS CLUB

Opening for Dinner Service

Tentative hours will be:
Mon-Thur 4pm-10pm
Fri-Sat 4pm-11pm
Sunday 4pm-9pm

Be a part of Detroit history
Dine with us

CAUCUS CLUB

Be a part of Detroit history
Dine with us

CAUCUS CLUB

Hours of Operation

Monday through Thursday
4pm-10pm
Friday and Saturday
4pm-11pm
Sunday 4pm-9pm

Entertainment

Live music and dancing
on most nights

Parking

Free parking available
on most nights

Restaurant Photo Gallery

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History in Detroit

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An underwater scene showing several fish swimming in clear, shallow water over a rocky bottom. A dragonfly is visible near the surface, creating ripples in the water.

we're the natural selection.

Feed your hunger for something new; come to the middle of Michigan. Let the first CVB in the state to be accredited by the Destination Marketing Association International rise to your occasion and make your next meeting or convention your biggest hit ever.

Central. Friendly. Affordable. Accredited.
Come together in Greater Lansing.

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COME TOGETHER.

A night scene featuring a glowing street lamp in the foreground, with a butterfly perched on a branch in the upper right corner. The background shows the silhouettes of trees and a building.

An undeniable attraction.

Being located right in the middle of Michigan makes Greater Lansing a natural choice for your next meeting destination. And, as the first CVB in the state to be accredited by the Destination Marketing Association International, we're uniquely qualified to make your next meeting, your best meeting.

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COME TOGETHER.

A vibrant illustration of a garden scene. A large green leafy plant dominates the left side, with a purple flower at its base. Two hummingbirds are shown: one hovering near the top right and another near the bottom left.

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Excitement is blooming in the middle of Michigan. With new festivals, events, restaurants and more, why not let Michigan's first accredited CVB help you get your next meeting or convention really humming.

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For a physician referral call 1.888.284.6641, or visit our Web site at www.DMC-Modesto.com.



We became nurses to help people get better. We chose Doctors to be better nurses.
We're here because Doctors thinks differently—about its people, about its community and, most importantly, about its patients. It's this mutual consideration and respect that lets us deliver a better experience...a Doctors experience.

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A dream of superior care. At Doctors Medical Center, you'll meet staff and physicians devoted to taking good care of you in every way. Our commitment to a more personal brand of care was recently recognized by J.D. Power and Associates with their Distinguished Hospital Award for "An Outstanding Inpatient Experience." We're proud to be the only hospital in the state to have received this honor.

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For years, we've been quietly building one of the region's best medical centers. We've added leading-edge diagnostics. Top physicians and specialists. Won some of the industry's most coveted awards for quality. And today we can safely say that Lapeer Regional Medical Center delivers some of the finest care available anywhere, right here at home.

It's all about being the best we can be. Because in the end, it's not about us.

It's about you.



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It's about choice.



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It's about technology.



It's about time.



It's about experience.

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ESSENTIALS

AVAILABLE IN WHITE, WHITE, AND WHITE

Need more color options? Quantum Specialty Millwork offers a complete product line in 28 standard colors and more than 1,400 custom Sherwin-Williams® tones. (Including four shades of white.)

The patented Polaire® solar reflective coating is the first and only true-satin finish for PVC, so it's virtually indistinguishable from painted wood. The coating is chemically hardened and fused to the substrate, so it's nearly impossible to damage, and it carries a 25 year warranty against peeling, cracking and chipping.

THE QUINTESSENTIAL TRIM

Quantum Essentials offer the most complete line of cellular PVC trim in the industry today. For any project, any application, you can now offer premium performance without the premium price.

QUANTUM ESSENTIALS

- Ultra-consistent quality and performance
- Works with any cladding material
- Installs like wood, no special tools
- Quantum Equation trim provides the look of a finished butt joint
- Carries a limited lifetime warranty against cracking, warping, rot and product failure

ESSENTIAL PERFECTION

Quantum Essentials start with an incredibly consistent substrate from one of the world's leading manufacturers of cellular PVC. From there, we use fully automated facilities to deliver extremely tight tolerances on every piece we manufacture. (We're even ISO9001 certified.)

ESSENTIAL SELECTION

No other product line offers this kind of depth. We have everything you'll ever need to trim any job, no matter how complex or demanding.

- Standard or Channel Trim for all siding materials
- Smooth or Hand-Split finish
- Sizes up to 1" x 4" x 12' sheet stock
- Moldings in a wide variety of profiles

*Sample profiles below, contact your Quantum representative for complete offering.

THE QUANTUM EQUATION

CHANNEL TRIM & PUSH-LOCK INSERTS

Quantum Channel Trim works with any cladding material—fiber cement, wood, vinyl, brick, stone or stucco—to eliminate exposed joints and J-channel. Push-Lock Inserts give you the look of a hand-fitted butt joint after the siding goes up, for faster installation and greater labor efficiency.

SPECIALTY MILLWORK

"Architecture is the triumph of human imagination over materials."

FRANK LLOYD WRIGHT

ARTISTRY FOR THE AGES

Fine home design is timeless, a vision expressed for the ages. Rendered in timeless materials like glass, stone and brick, that vision emerges as sculpted reality, an aesthetic meant to endure not for years but for centuries.

Today, one line of millwork lives up to that standard. Quantum® offers precision-milled cellular PVC trim that lasts as long as the home itself. It is impervious to time and weather, available in a vast palette of colors that remain true for decades, and finished with an advanced surface coating that makes it virtually indistinguishable from wood.

Quantum is timeless craftsmanship in ageless materials, a legacy-grade investment in your home.

TRUE SATIN FINISH

With Sherwin-Williams® Quantum has achieved the first-ever true satin finish for cellular PVC. It is indistinguishable from wood, and wholly appropriate in even the most refined homes.

THE COLORS OF A LIFETIME

Quantum's surface is a marriage of fine art and high-science—a unique bonding process that allows the broadest, richest color palette ever developed for cellular PVC. From modern earth tones to dark, rich historical hues, Quantum's standard palette exceeds even the custom capabilities of most other manufacturers. And with an additional 1,400 custom colors available, we offer an expression for every time and aesthetic.

QUANTUM COLORS

Quantum's breakthrough surface technology allows an unrivaled breadth and depth of color selection. We offer 28 standard colors—contemporary and historic—along with custom matches of more than 1,400 Sherwin-Williams paints.

And we can match or complement virtually any palette with colors that stay vivid and true for decades.

A QUANTUM LEAP

The extraordinary durability of Quantum color is achieved through a unique surface technology developed with Sherwin-Williams. The Polaire® finish is a two-part polyurethane coating that is chemically hardened and permanently bonded to the surface. It will not—indeed, cannot—peel or crack, and is nearly impossible to scratch. It can be cut with traditional tools without splintering or chipping. It is so durable, in fact, that all Quantum Millwork arrives unwrapped, unpacked and entirely unscratched. It requires no special warehousing, and because the finish is created with a reversed static charge, Quantum actually repels dirt. It needs no cleaning before or after installation.

Quantum's surface also protects the PVC core against UV exposure, so it never warps or twists in the sun, and never needs adjustment or re-fitting. It resists fading better than any finish on the market. And if the color palette changes, Quantum can be repainted any time, as easily as wood.

A UNIVERSAL AESTHETIC

Quantum products are designed to be used with all types of siding—wood, fiber cement, vinyl, brick, stone and stucco. Our proprietary Quantum Equation, which includes our Channel Trim and Push-Lock Insert, accommodates the movement characteristics of different types of siding while still providing the hand-crafted look of a fitted butt joint. Quantum Equation also allows Quantum to be installed after the siding, for faster installation and greater jobsite efficiency.

BREAKING THE MOLD

Quantum offers moldings in a wide variety of profiles to help you finish the job beautifully. At Quantum trim and molding carries a limited lifetime warranty on the material and a 25 year limited warranty on the finish.

CLEANER, GREENER.

Quantum Millwork is the consummate green solution. It is made from partially recycled PVC and is itself completely recyclable. It requires no corrugated packing or plastic film, which adds down on waste at the jobsite. And with its factory finish, Quantum eliminates the on-site VOCs that have become a major component of atmospheric pollution.

For enduring beauty in a sustainable world, Quantum is one giant leap forward.

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16

Case Studies

THE CLIENT

Livio

THE CHALLENGE WHAT IS AN API?

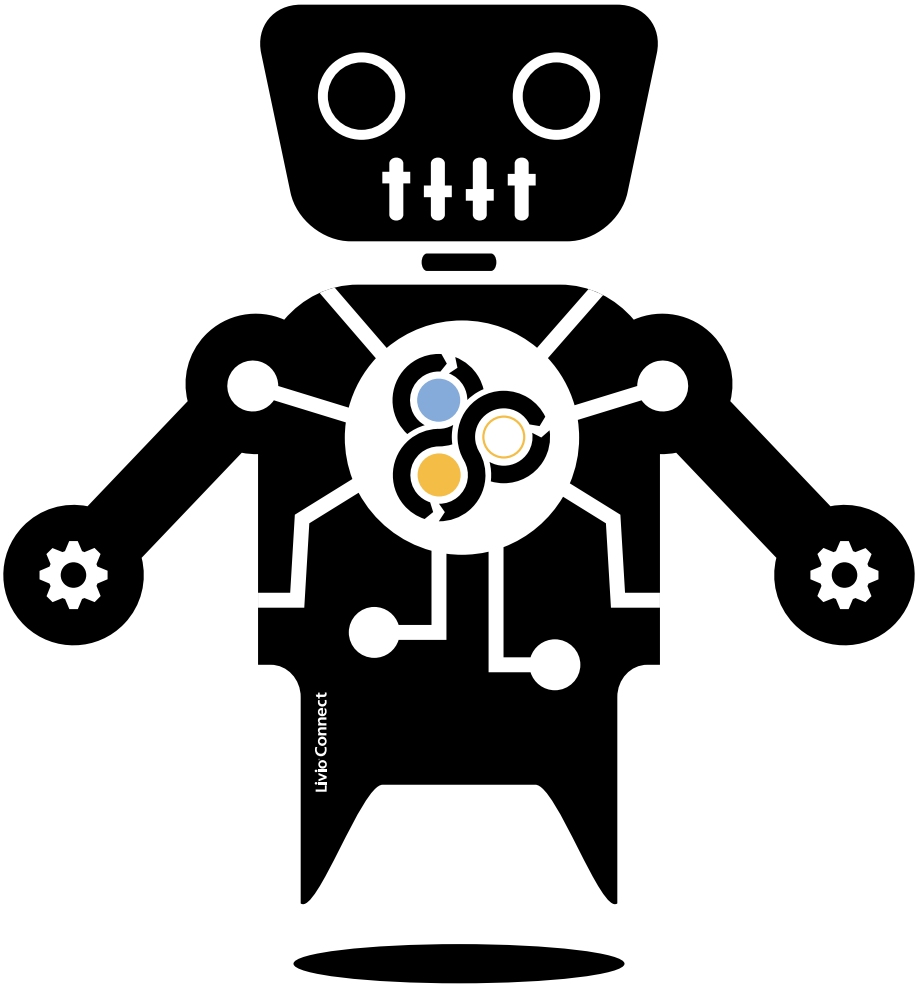
Music may be a universal language, but an acronym like API is not. How does Livio Radio communicate the value of their API (Application Programming Interface) to its customers?

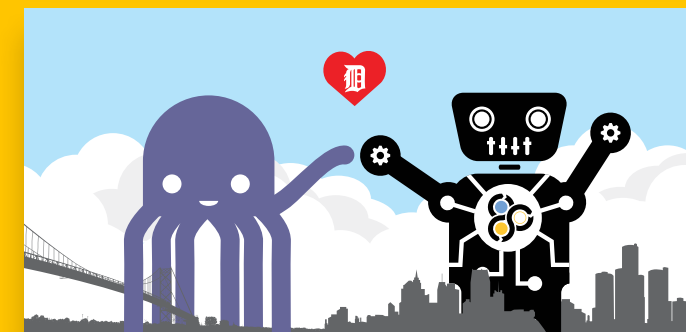
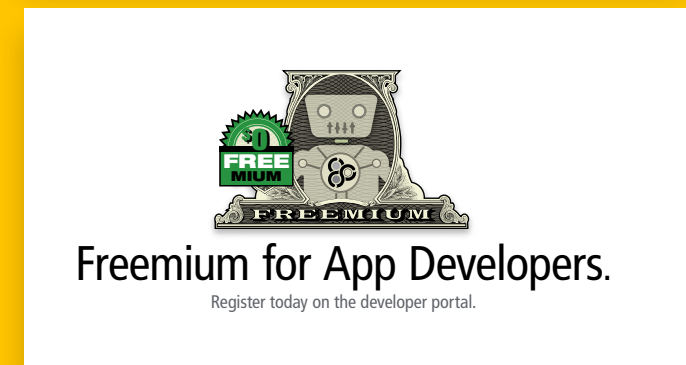
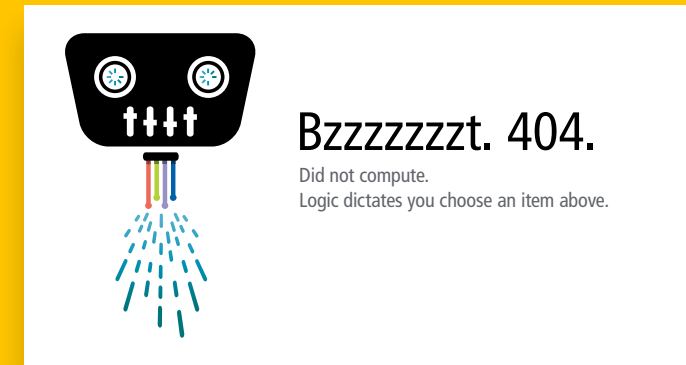
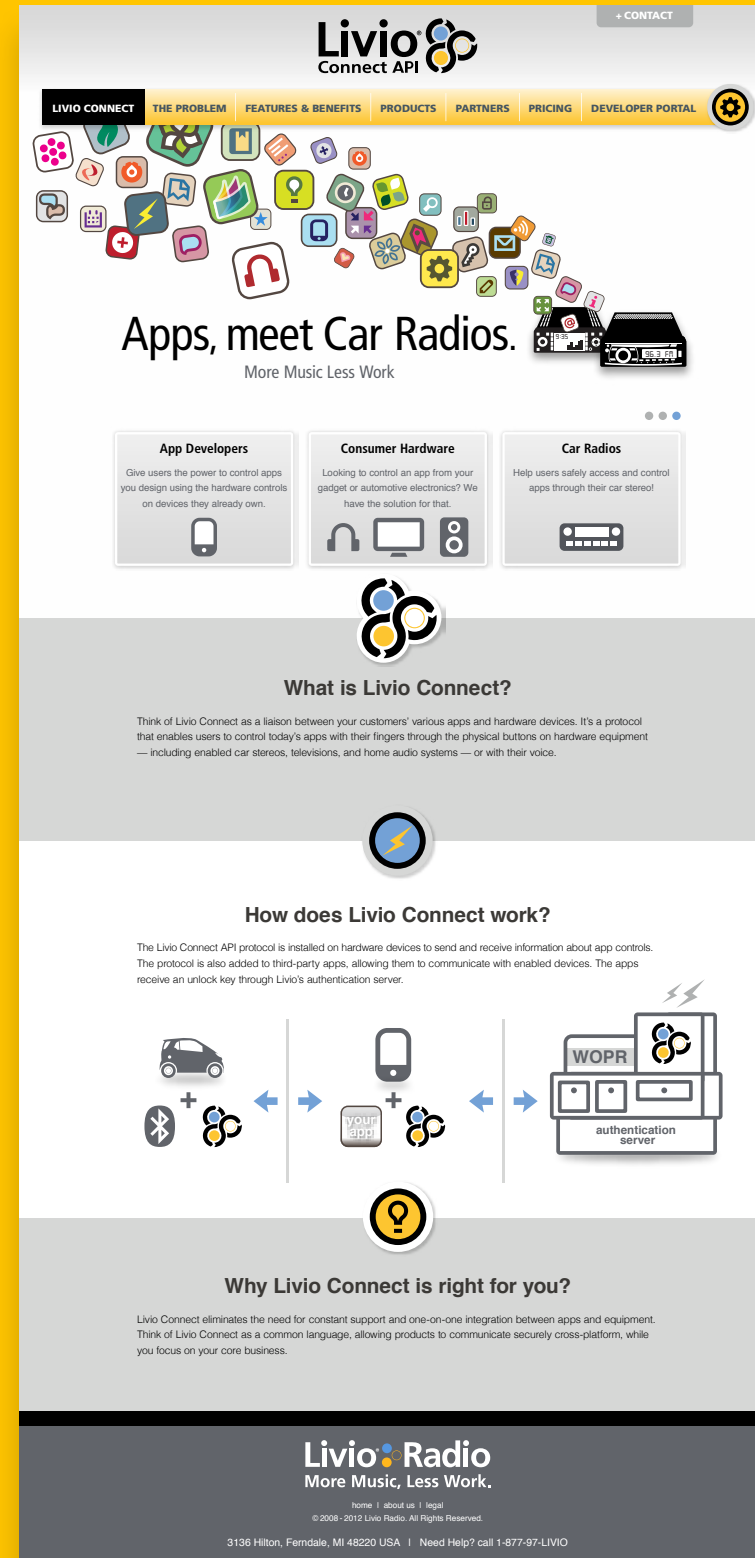
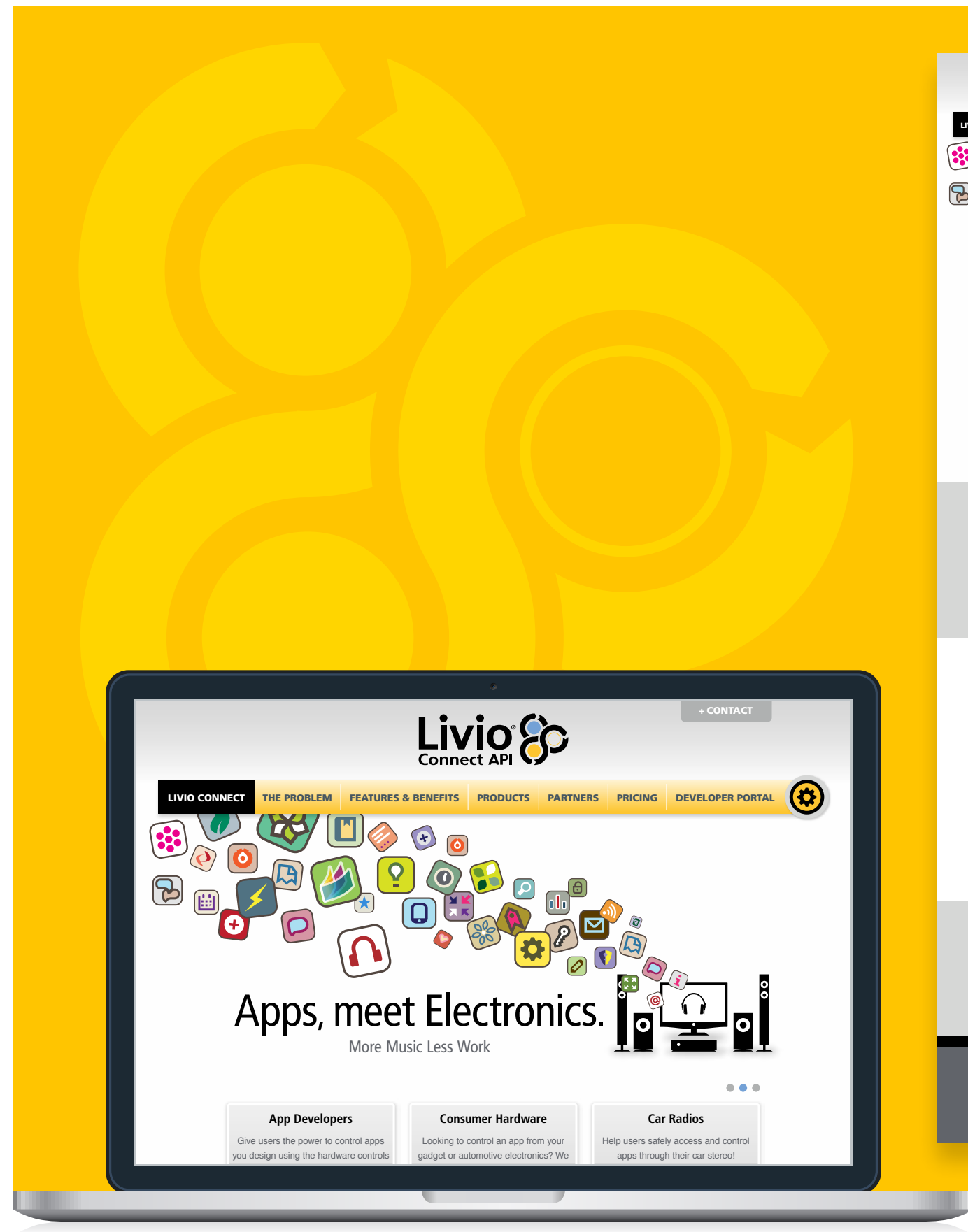
THE ANSWER

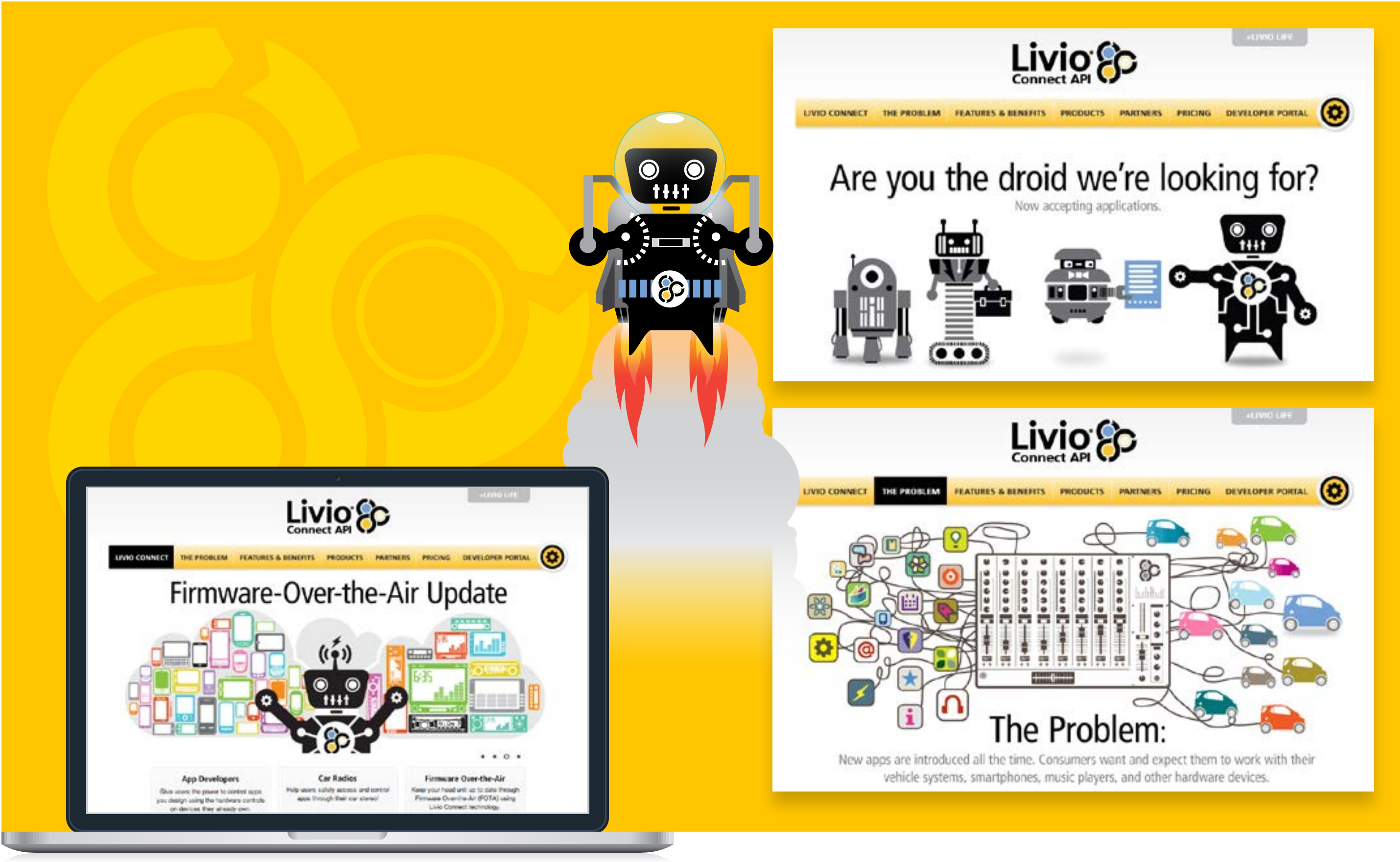
Introduce a brand mascot, the Livio Robot, that communicates without the tech jargon and lives Livio's 'More Music, Less Work'.

RESULT

Livio started with radio, but its future was in its Livio Connect API software as the digital bridge between apps and devices. It was important to differentiate the product as an industry leader. Through illustration and the creation of the Livio Robot as the brand ambassador, Livio Connect separated itself from its competition attracting the attention of Ford. **In 2013, to help accelerate their smart mobility initiatives, Ford made its first technology acquisition in 13 years with the purchase of Livio.**









THE CLIENT

Tome Software

THE CHALLENGE A CROWDED IOT SPACE

How do we brand a software startup in a crowded Internet of Things (IOT) space?

THE ANSWER

Build on the success established by Livio. After Ford's acquisition, Livio's founder asked that I develop a brand for his new venture — Tome Software. Following the proven success of the Livio Robot, I designed the Tome Owl identity to distinguish the company and attract top talent in software engineering.

RESULT

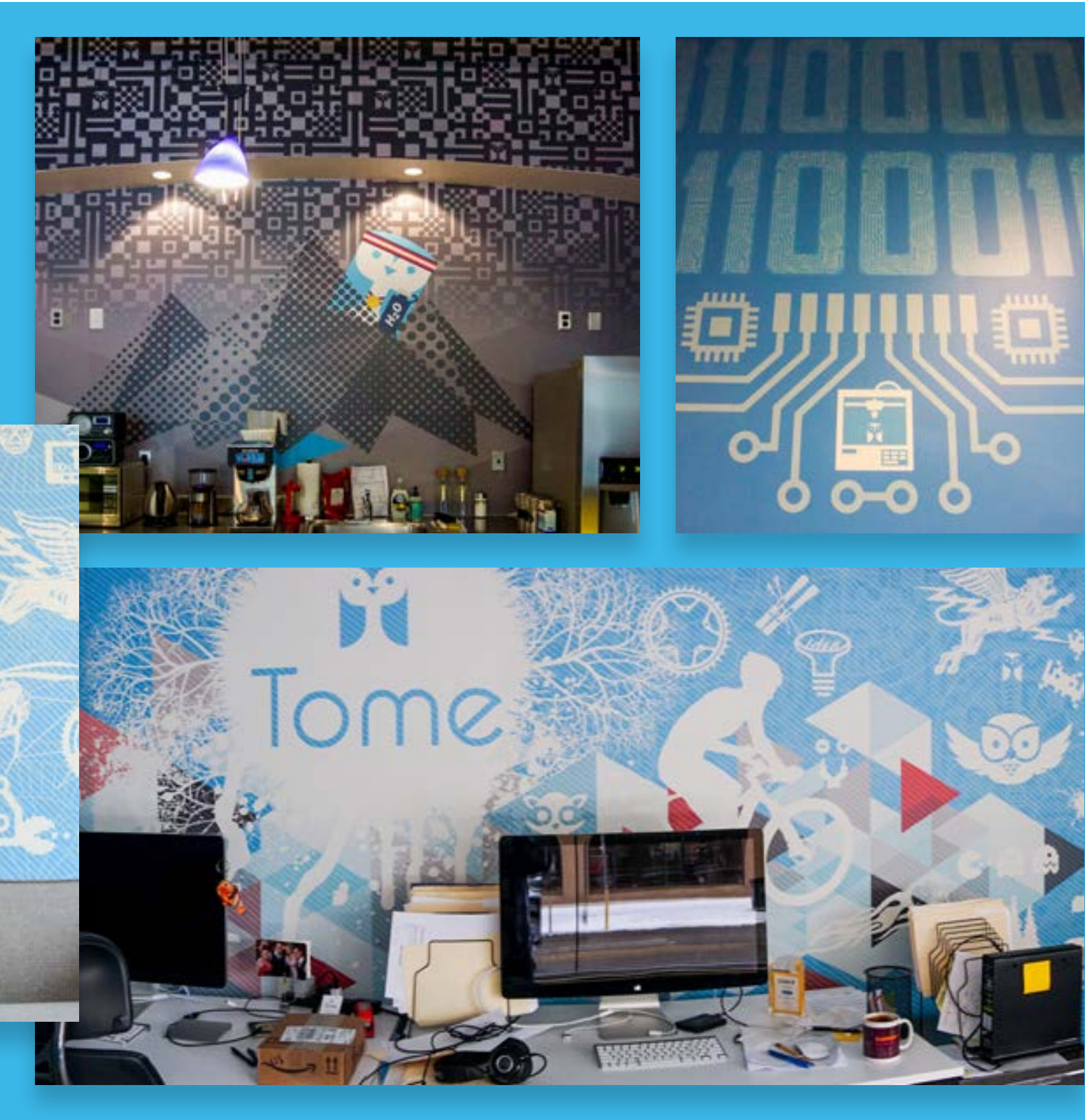
Tome Software distinguished itself in the IOT space by specializing in smart mobility solutions. In 2016, Tome outgrew its nest and moved their growing family to a new office in Royal Oak, Michigan. We created the interior graphics reflecting the staff's passions in cycling, music, tech, and video games. The Tome brand set itself apart, attracting top talent and winning work from Cannondale and Ford. **In 2023, Tome drew the attention of a global experience innovation company and was purchased by Valtech. Even though Tome joined Valtech, the iconic brand continues to spread its own wings, maintaining the visionary values represented by its logo.**



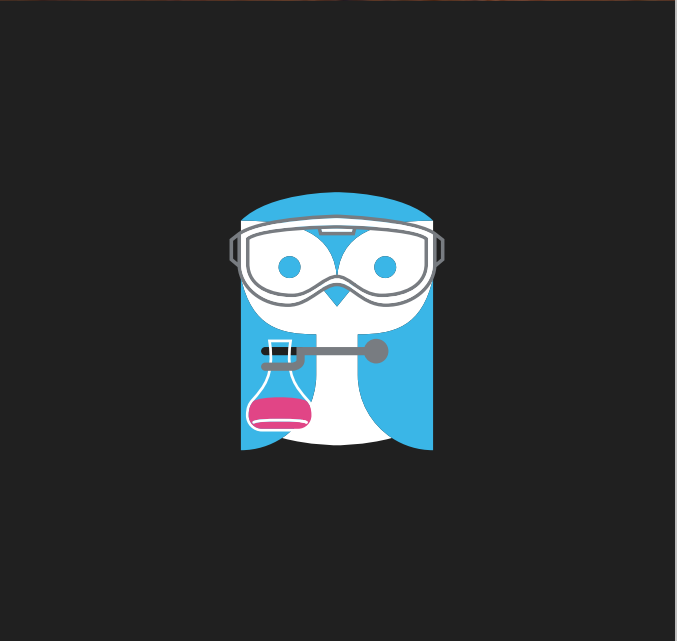
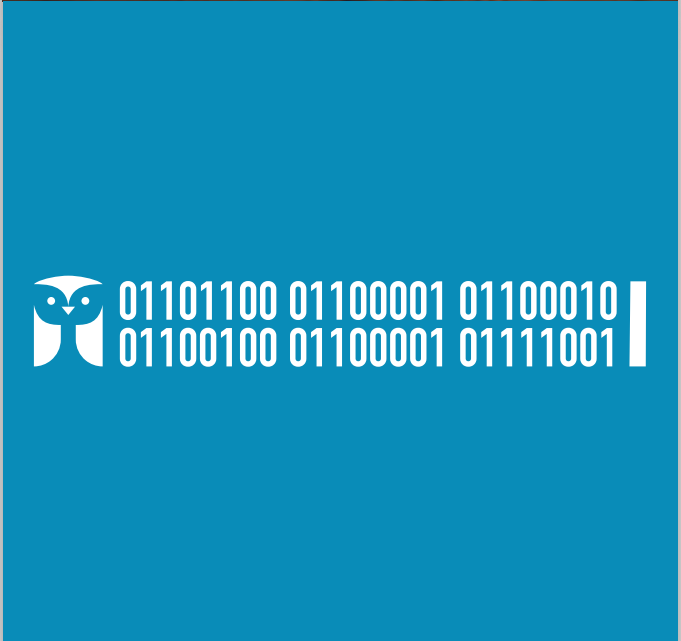
Tome



Tome







THE CLIENT

Tome Software + Ford Motor Company

THE CHALLENGE A CAR COMPANY DOING RESCUE

How to get buy-in from Ford’s stakeholders for a search and rescue app?

THE ANSWER

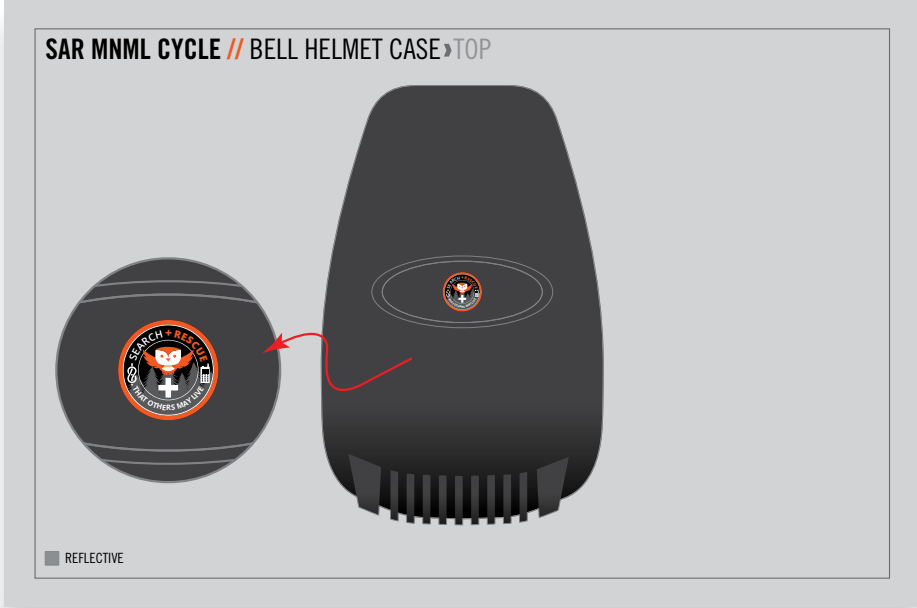
Tome Software wanted to develop a search and rescue app that could track drones and coordinate efforts with professionals and volunteers. To get buy-in from potential customers and stakeholders, branding was a key part to the development. Since the project was a Tome initiative to Ford, the owl was a natural product mascot that symbolically fit the search and rescue mission. A mood board was developed and then translated across all products from a fat-tire Mukluk e-bike to the Bell riding gear and DJI drones. The app was designed to provide in-field communication through chat, GPS location data, point-of-interest pinning, and the ability to clear search areas.

RESULT

The search and rescue project was well-received by stakeholders and resulted in further funding for research and development.

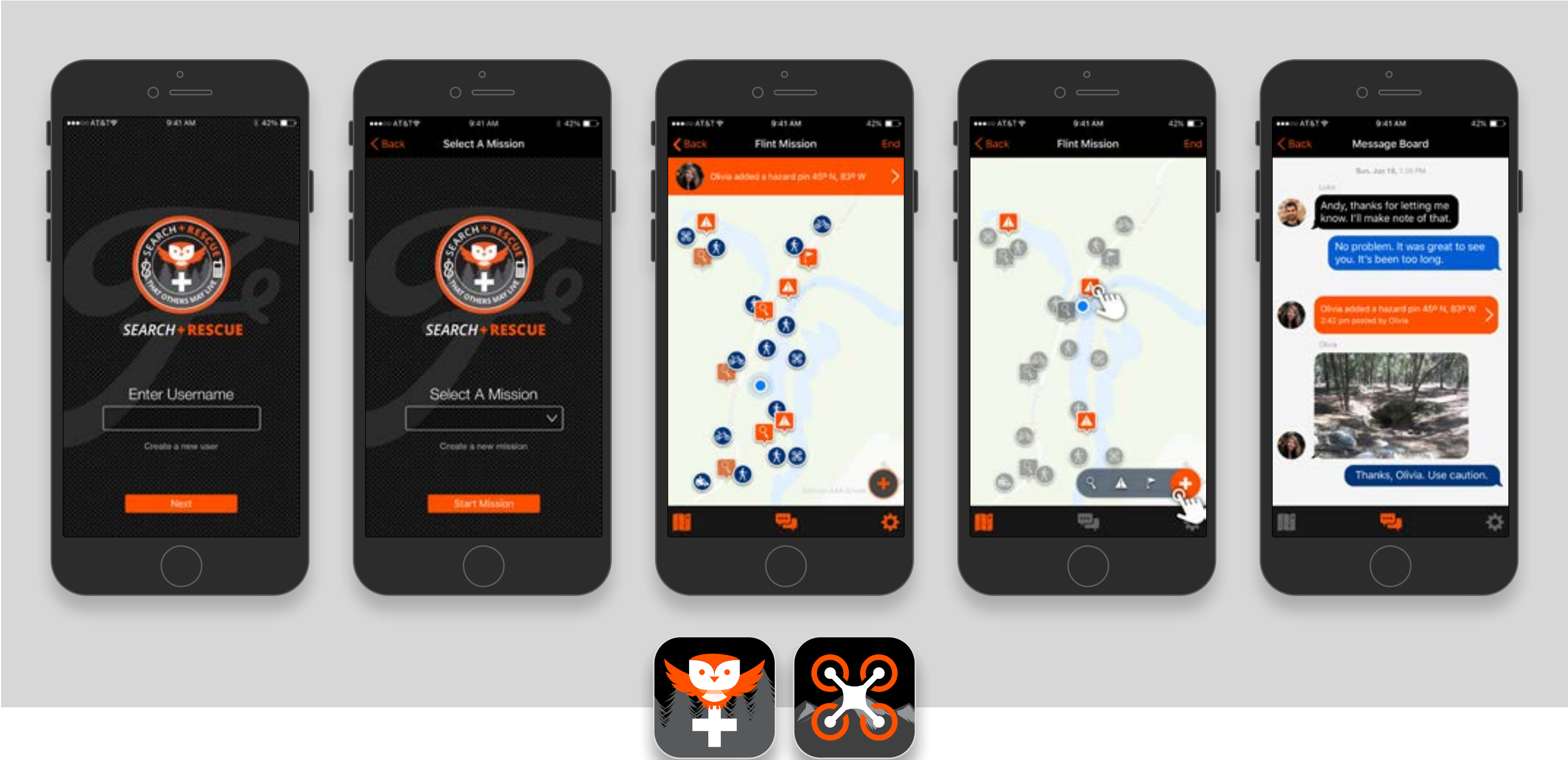








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THE CLIENT

Crescentia Coaching

THE CHALLENGE

Entering an established and crowded coaching space, Crescentia needed a brand identity that would build immediate trust while standing out with warmth, professionalism, and clarity.

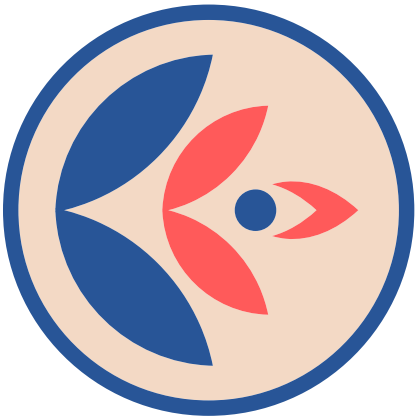
THE ANSWER

We developed a brand for Crescentia Coaching that reflects its mission of growth, clarity, and empowerment. From day one, the identity needed to convey compassion, credibility, and trust—so we crafted a system that’s human, confident, and quietly powerful. From mood boards to final design and development, we collaborated closely with the client to shape every detail of a brand built on connection and authenticity.

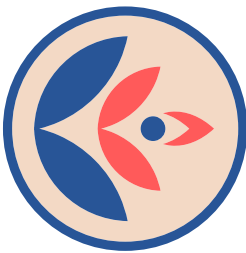
RESULT

Crescentia Coaching launched with a cohesive, purpose-driven brand that clearly communicates its values and stands out in a competitive space—positioning the founder for long-term success and growth.

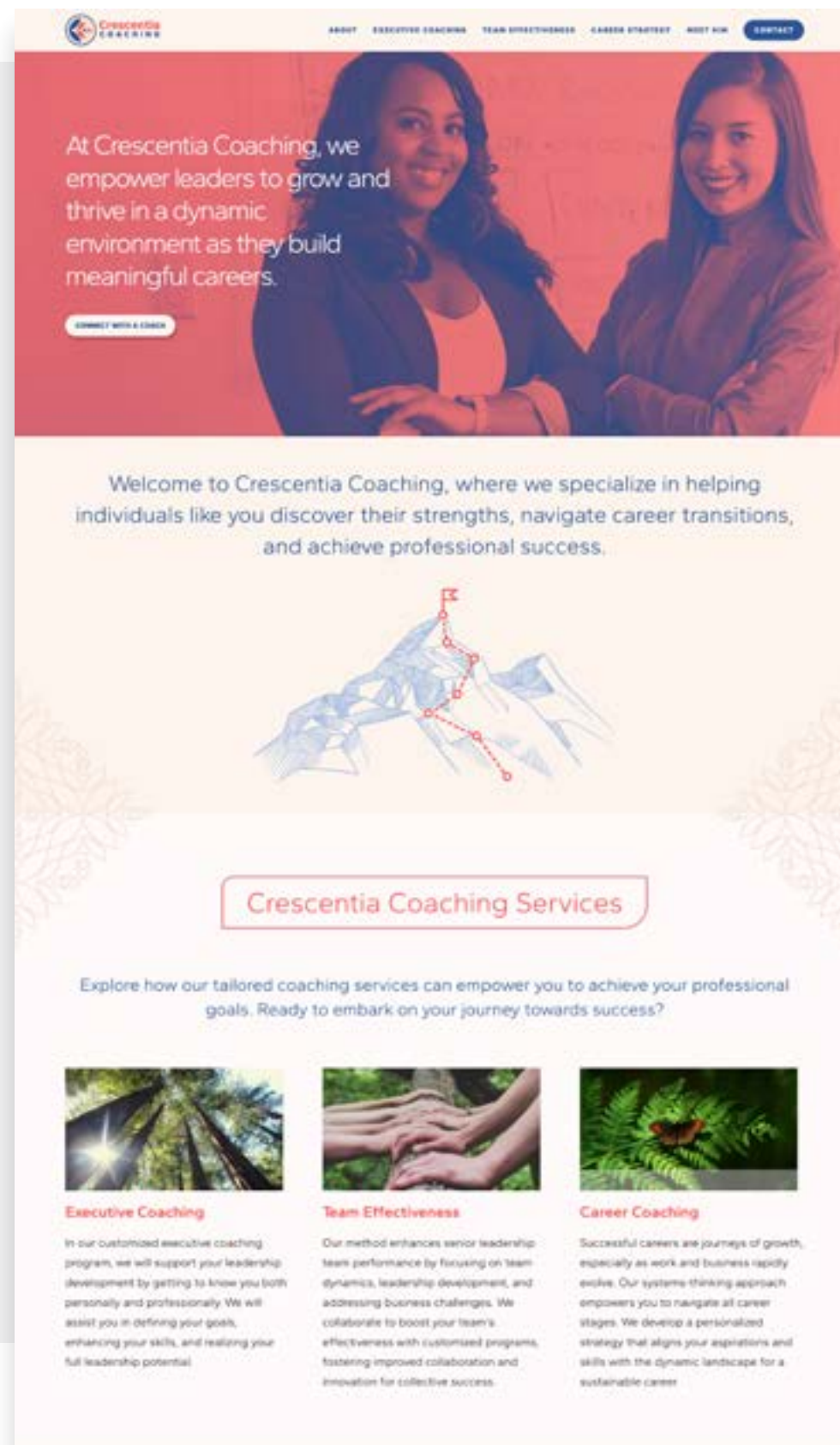




Crescentia
COACHING



Crescentia
COACHING



THE CLIENT

Ford Motor Company + Tome Software

THE CHALLENGE AN EBIKE APP FOR COMMUTERS AND COMPANIES

How do we ease traffic congestion for commuters and commercial drivers in large cities?

THE ANSWER

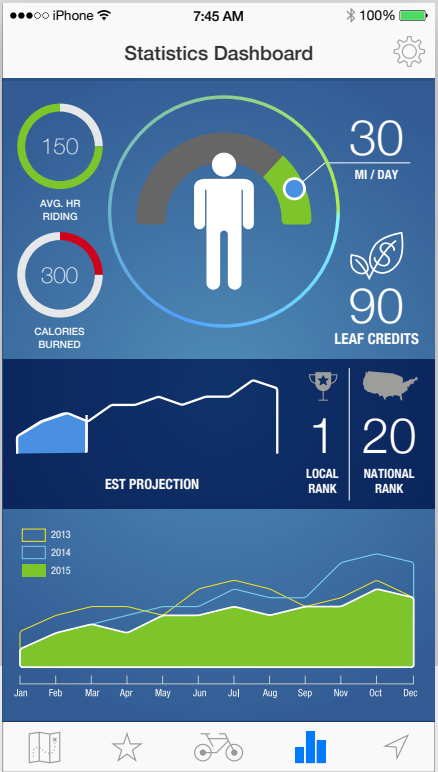
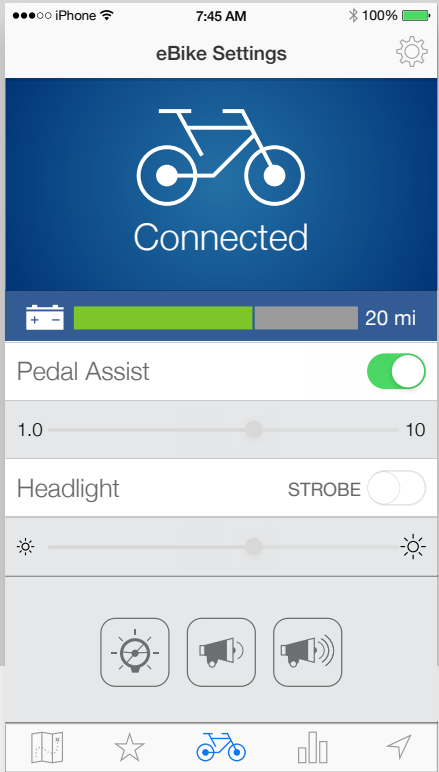
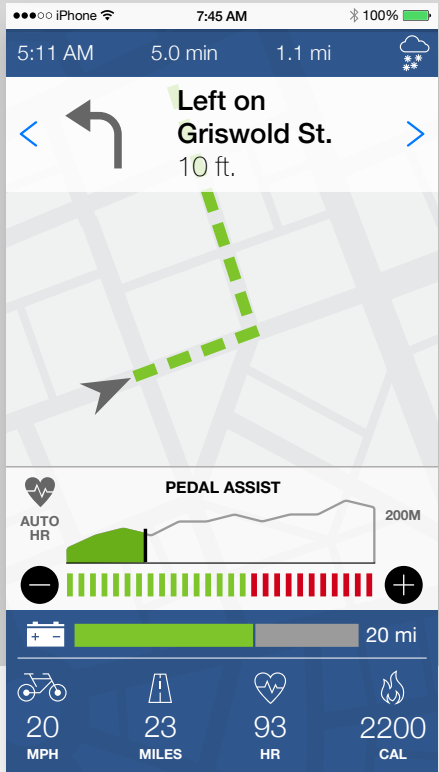
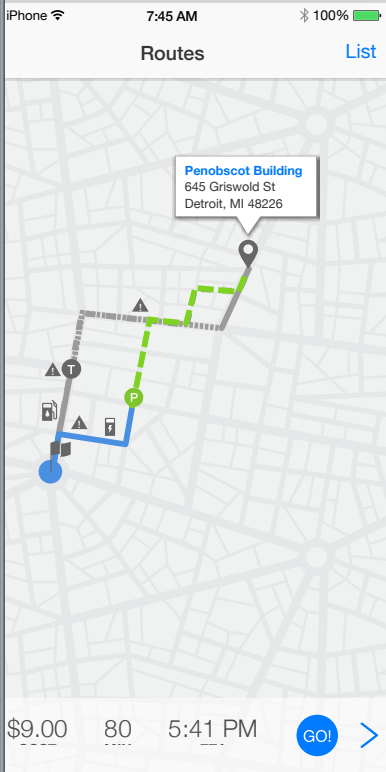
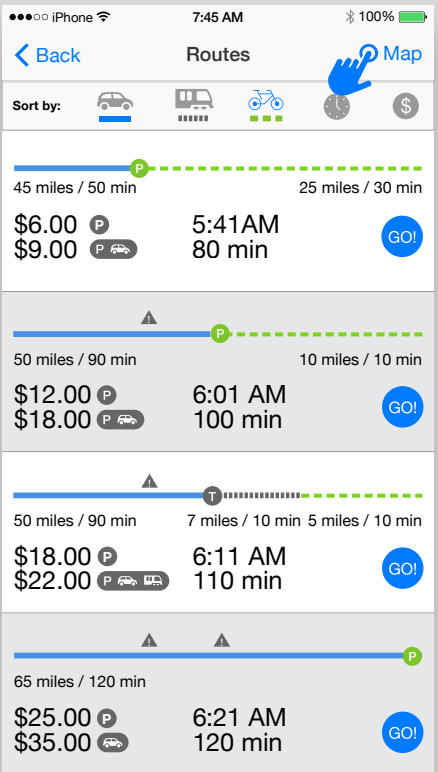
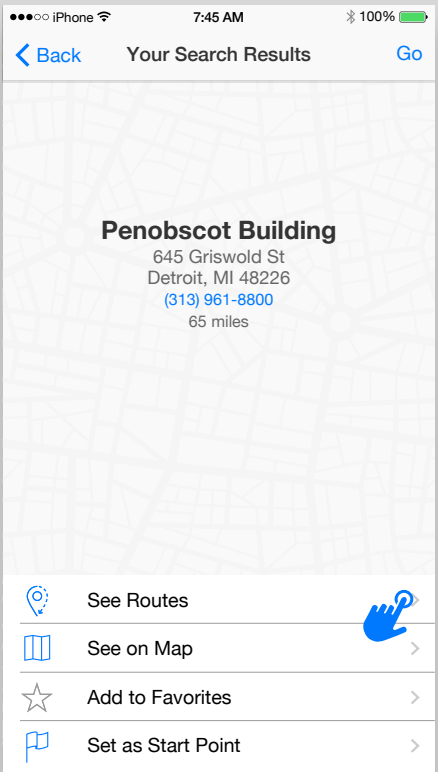
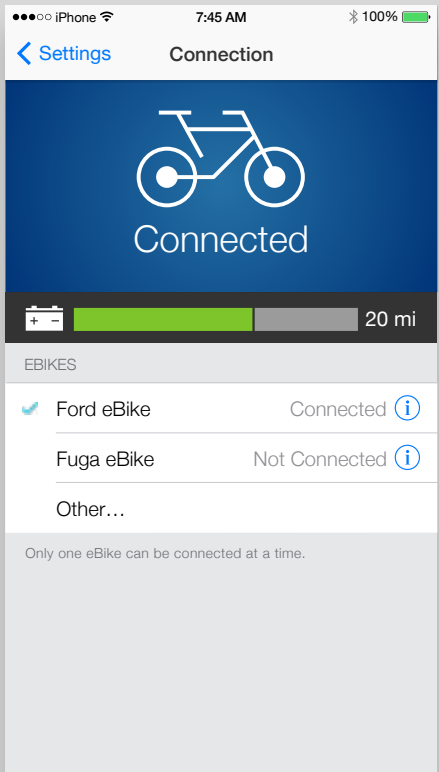
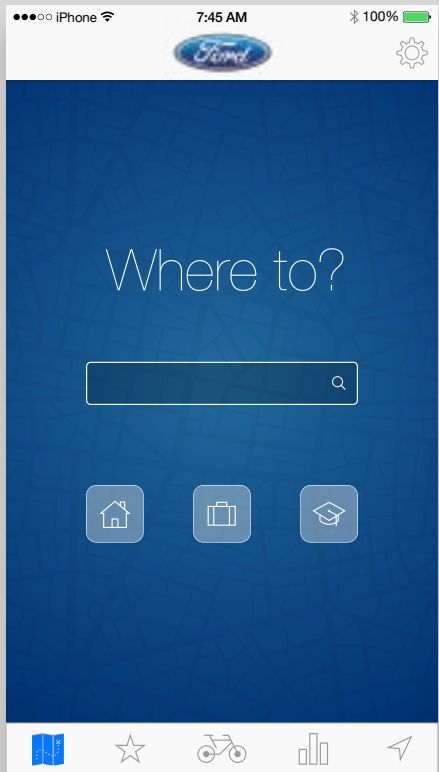
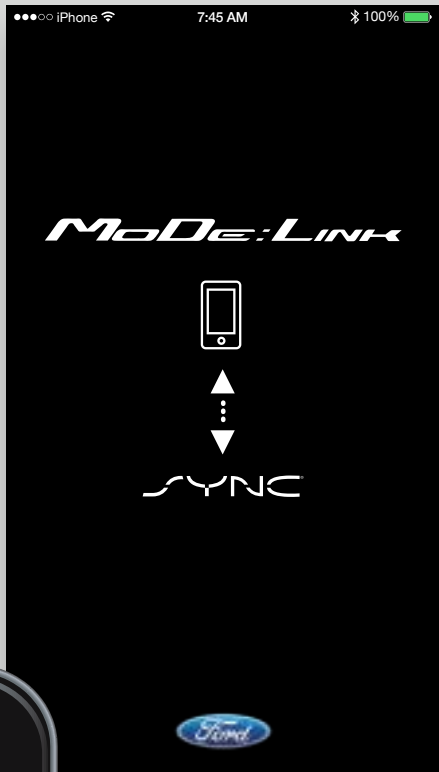
At Mobile World Congress in Barcelona (Spain), Ford introduced the MoDe:Me and the MoDe:Pro e-bikes to provide a smart mobility solution. The MoDe:Me ebike is for the commuter using multiple modes of transportation (car, bus, train, and e-bike). The MoDe:Pro e-bike is stowed on a Ford Transit Connect and deployed in high-traffic areas for commercial deliveries and services. At the heart of the solution: the MoDe:Link app. I designed an intuitive interface that displayed real-time information between the app and the e-bike. Features included: multi-modal navigation, smart route planning, haptic signaling, road hazard warnings, weather alerts, e-bike performance, and rider health activity.

RESULT

The app was a success and received positive press for Ford’s smart mobility initiatives.



MoDe:Link





WATCH FORD MODE:ME
<http://ford.to/3rtwdS1>



WATCH FORD MODE:PRO
<http://ford.to/3kXjCE0>



THE CLIENT

Cannondale + Tome Software

THE CHALLENGE ONBOARDING BEGINNERS AND PROS

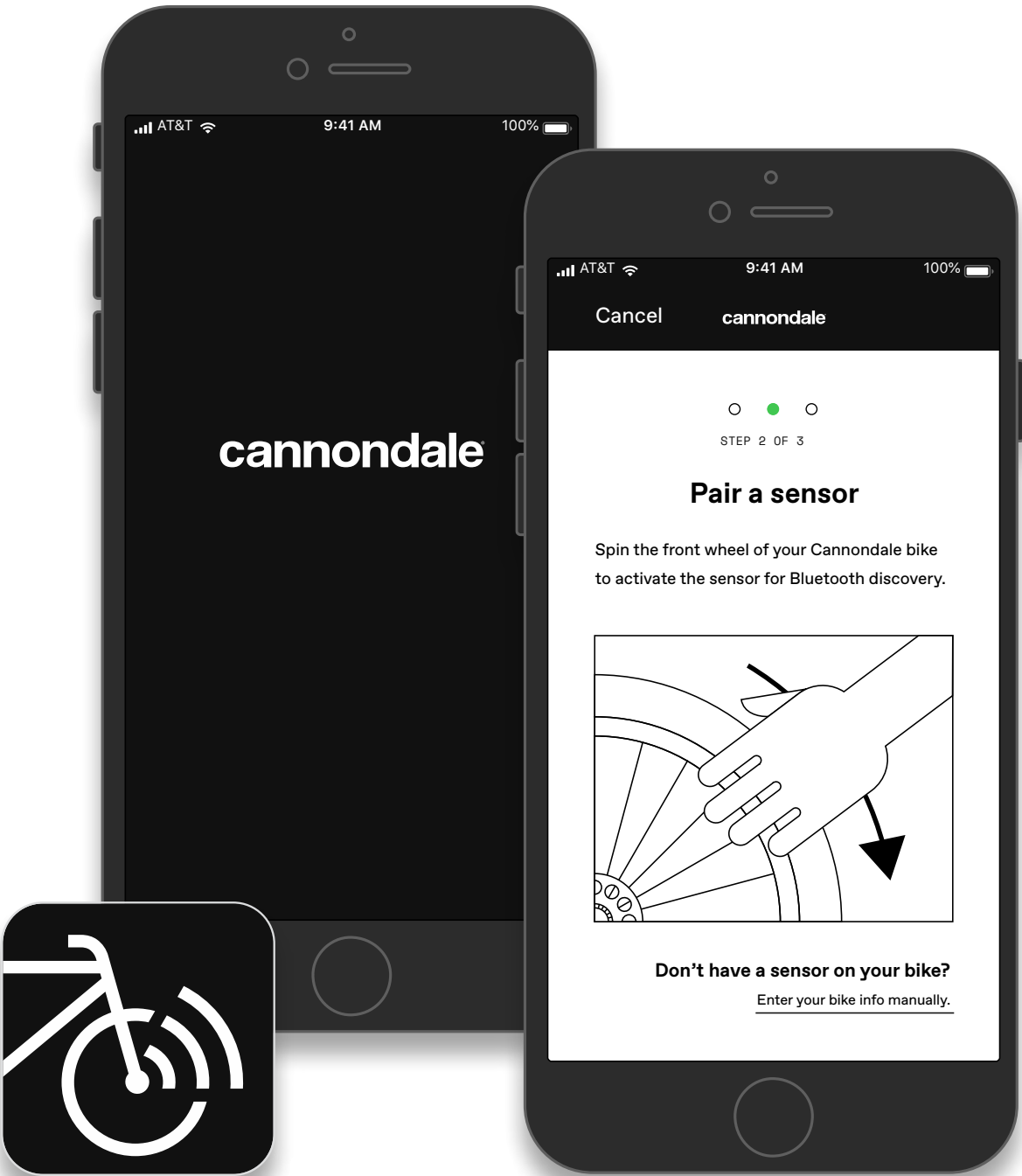
How do we design an app that easily pairs with Cannondale’s first bicycle sensor and is accessible to beginners and pros alike?

THE ANSWER

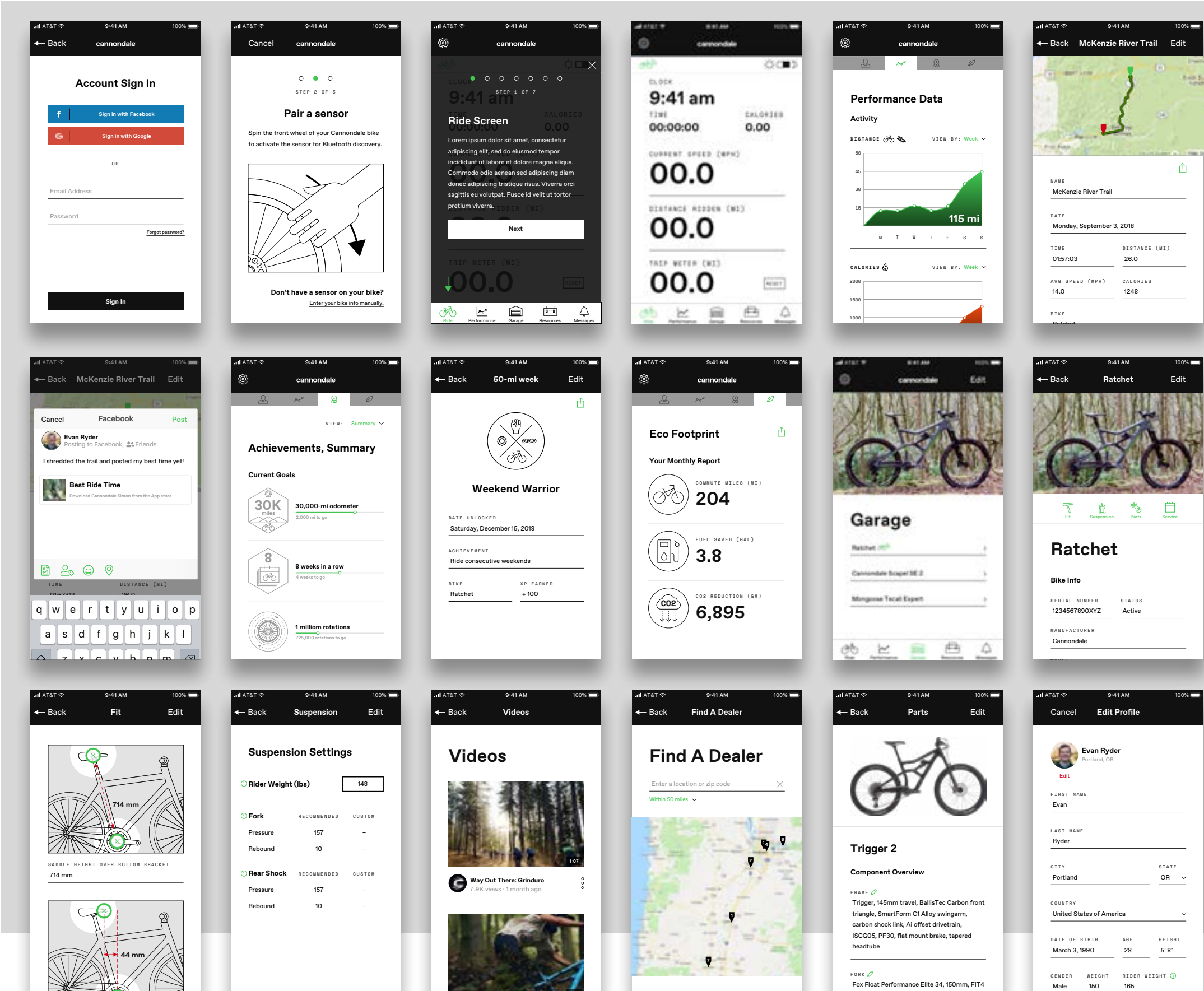
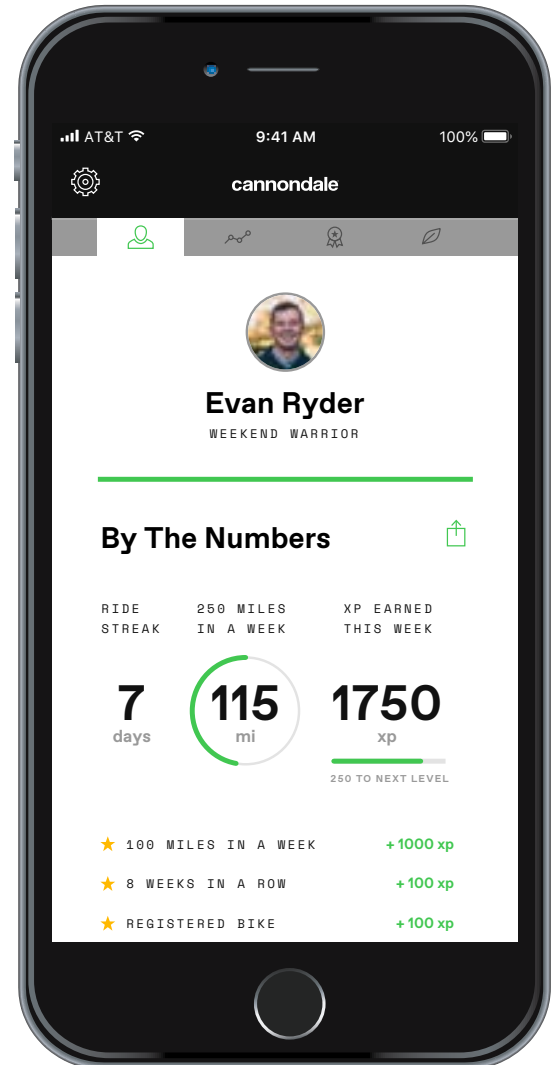
Since this was Cannondale’s first ever bicycle sensor it was important for pairing to be easy. Using step-by-step onboarding and clear illustration style, a simple spin of the wheel allowed the sensor to be discoverable and register with the app. Once paired, the app tracked rider activity and included reward badges for achievements. The app offered resources including manuals, videos, parts, and bike maintenance with an approved Cannondale service provider locator. A garage feature allowed riders to save multiple bicycles. I designed the screens to adhere to the minimal brand style of Cannondale and created illustrations, icons, and badges in their signature black and white line style.

RESULT

Cannondale launched the app successfully and continues its development to this day.



LEARN MORE ABOUT THE CANNONDALE APP
<https://www.cannondale.com/en-us/app>



THE CLIENT

Tempur Pedic + Nerdy Bunny

THE CHALLENGE

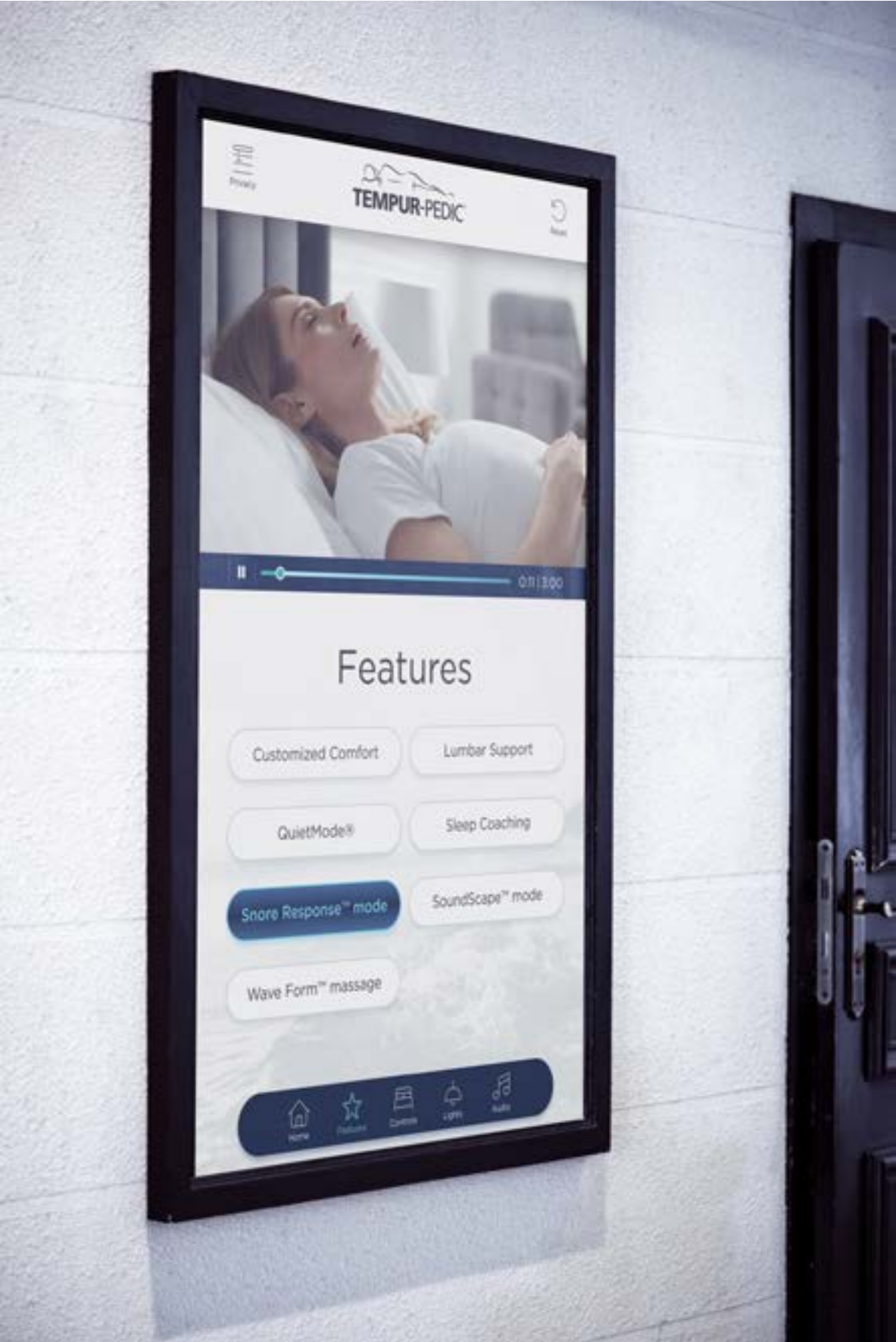
Nerdy Bunny was tasked with creating a digital experience for Tempur Pedic’s Manhattan showroom. The experience would highlight the features of their premium sleep offerings and needed to meet the expectations of their upper Manhattan clientele. The kiosk needed to be easy to use for staff from the most experienced to the inexperienced, newly-hired sales person.

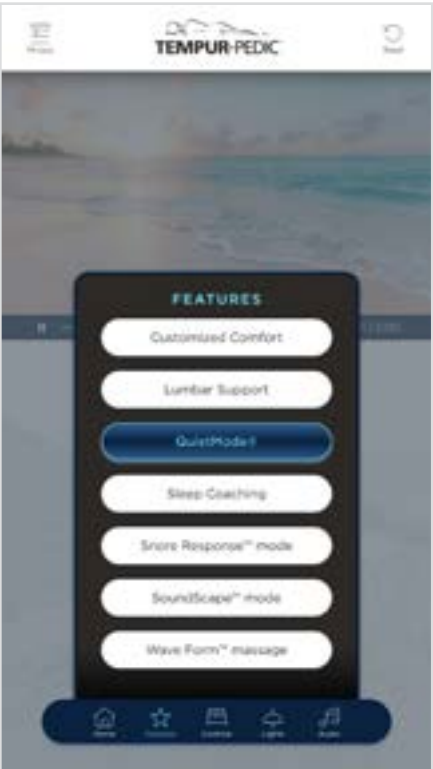
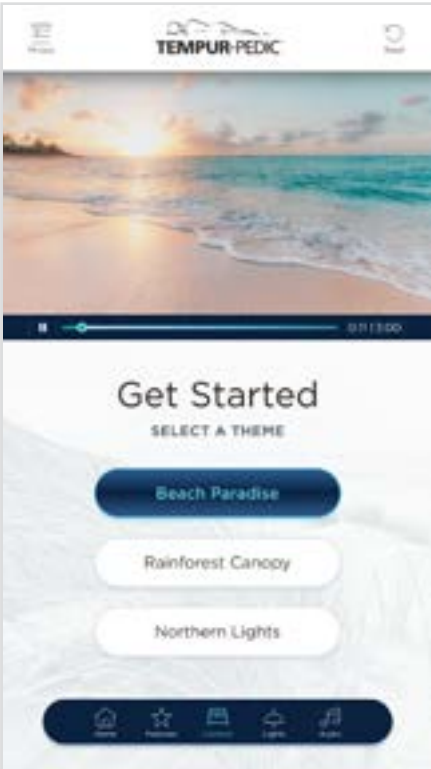
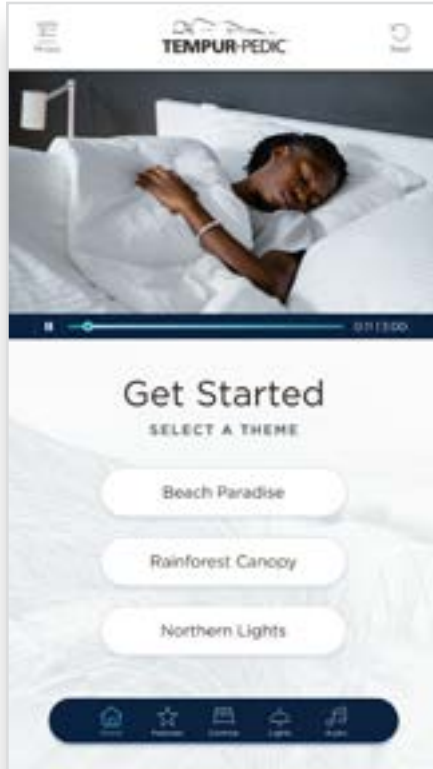
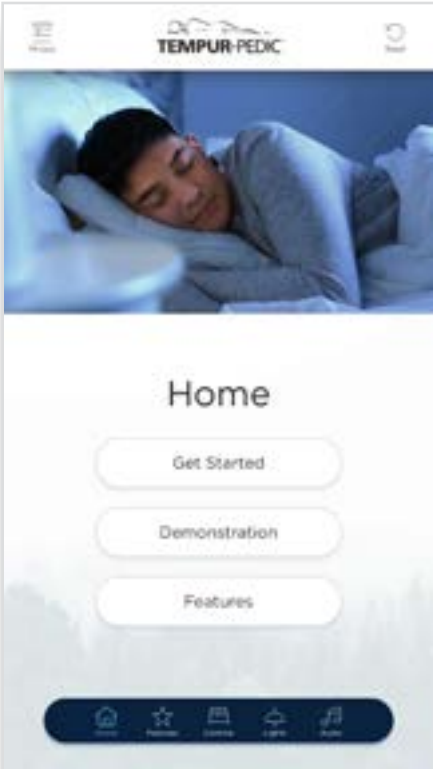
THE ANSWER

The digital experience revolved around themes (e.g., Beach Paradise, Rainforest Canopy, and Northern Lights) that would change room ambiance, bed position, lighting, and music. Forward Slash created a beautiful design that captured perfectly the brand while providing experience controls for the showroom and bed features in an intuitive layout.

RESULT

Nerdy Bunny loved the design and is in the process of creating the showroom experience for Tempur Pedic with the likelihood of additional installations in other cities.





THE CLIENT

Fresenius Kabi

THE CHALLENGE

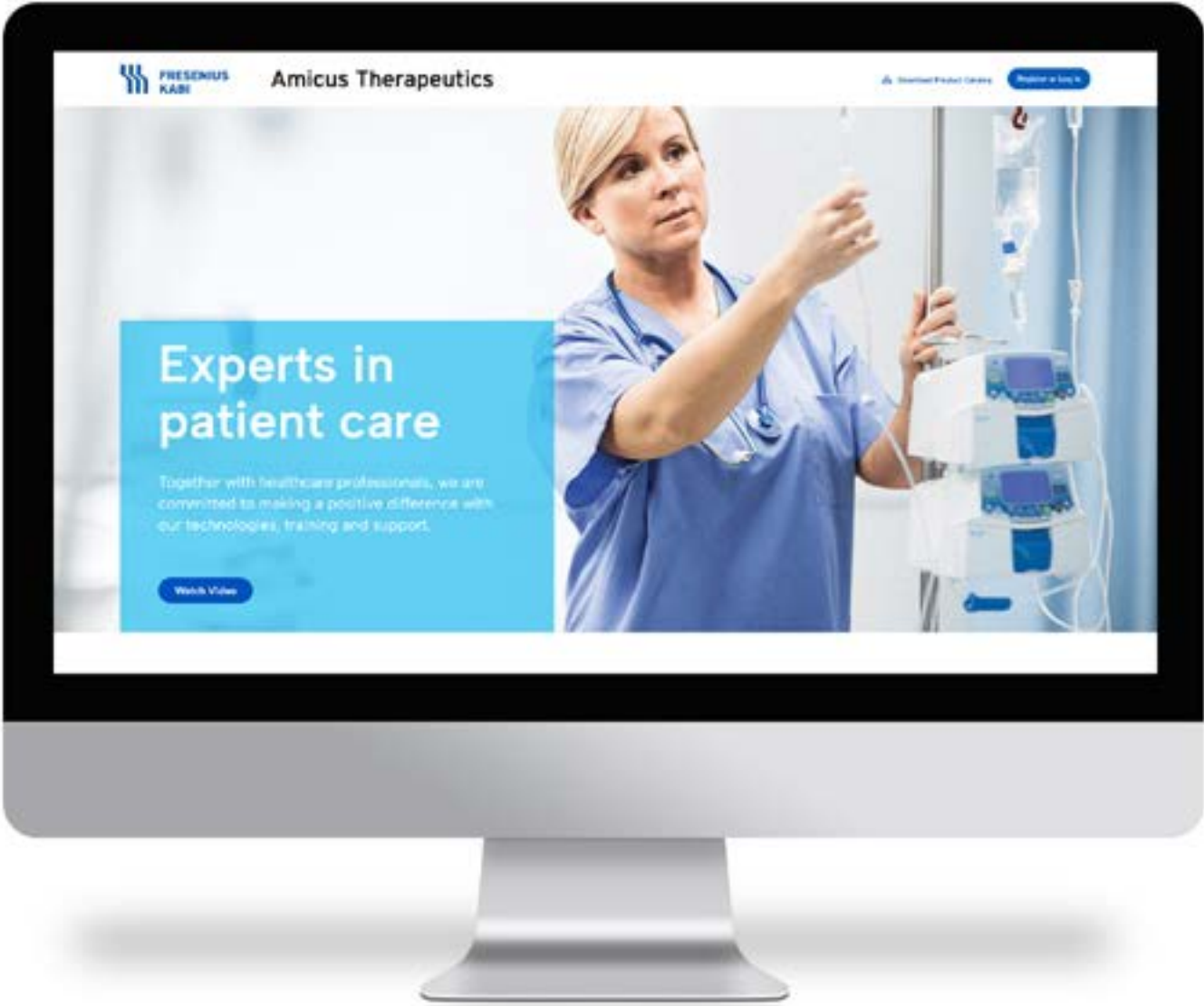
Fresenius Kabi, an \$8.4 billion global healthcare company, produces advanced medical equipment that can be technically complex for new users. As competitors launched their own portals to gain a digital edge, Fresenius needed a redesign that improved usability, made content easier to find, and ensured ADA compliance—all while aligning with their global reputation for quality and care.

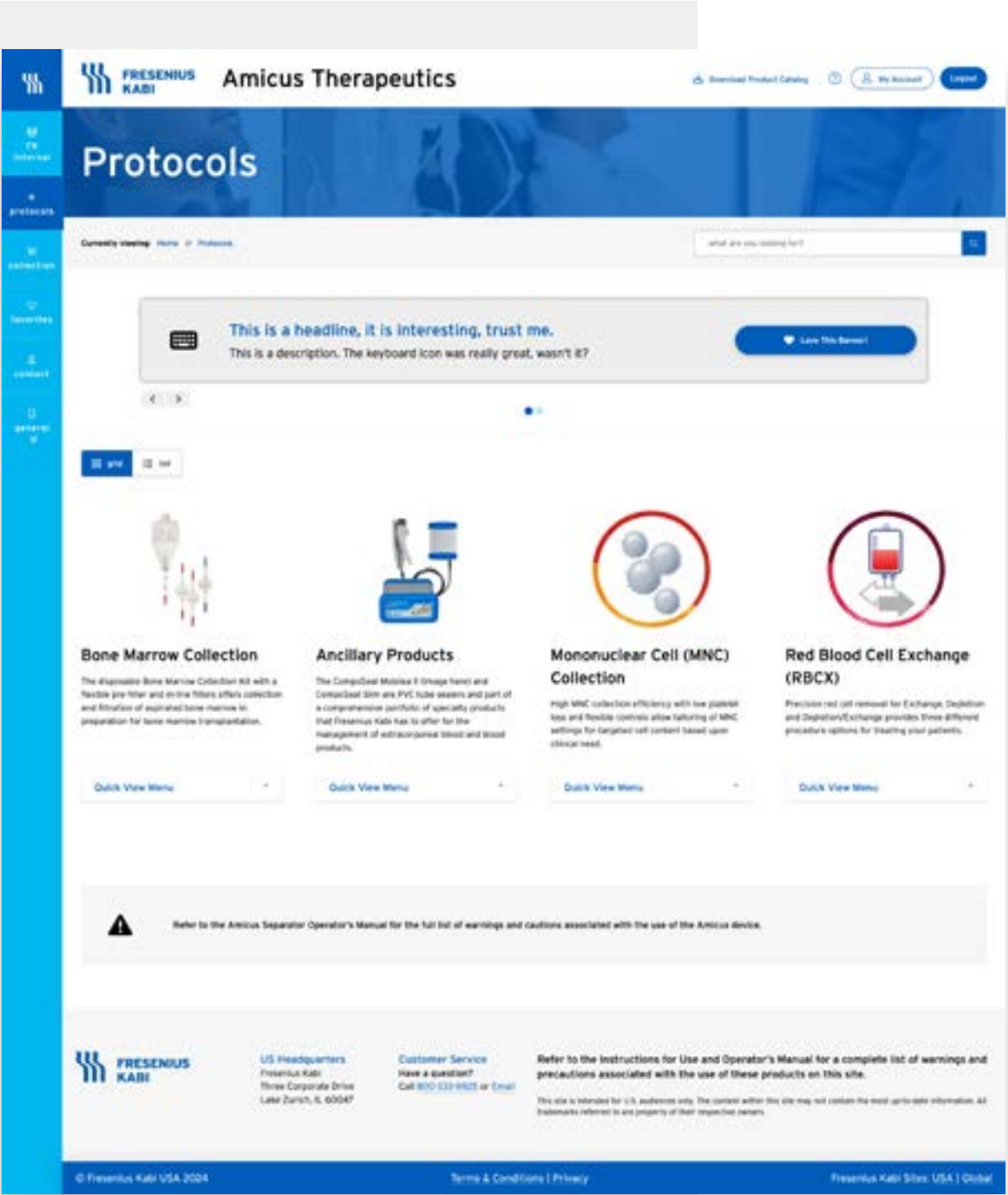
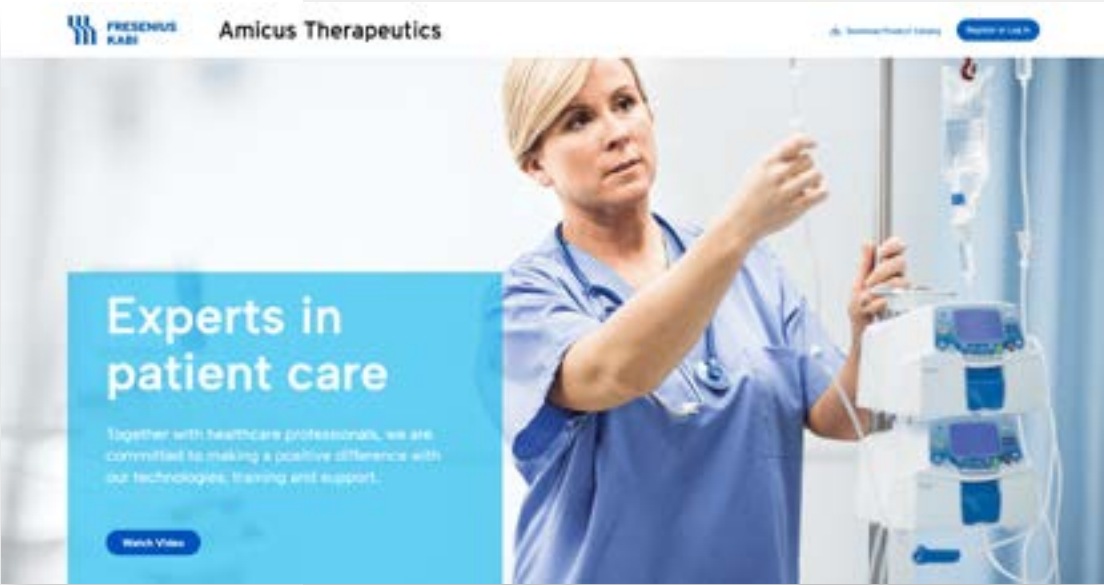
THE ANSWER

Forward Slash redesigned the Amicus and Blood Center portals, creating secure, user-friendly platforms with accessibility at the core. We implemented robust search, favoriting, and multiple navigation paths to support diverse user needs. The new design features a prominent video area, cross-product promotion, and a refreshed interface built to meet modern accessibility standards.

RESULT

Both redesigned portals are entering final testing, with launch planned for mid-2025. In parallel, Forward Slash continues to build on the momentum with ongoing enhancements to the Cell Therapy portal, launched in 2024, as Fresenius Kabi scales its digital product ecosystem.







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training

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Accès à nos technologies non documentées ailleurs et à des prix inférieurs de 40% à 60%. Votre accès correspond donc à une valeur ajoutée. Exercitation venant conséquente sur le matériel utilisé.



24/7 support

→

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Products supported



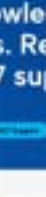
Alysa Component Collection System



Amicus Separator



CompoDock



CompoGuard



CompoLab



CompoMat



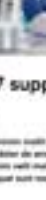
CompoSeal



DXT Data Management System



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DXT Data Management System

Fresenius Kabi's data management offerings provide flexible solutions that are designed to drive operational improvements through data driven insights, complete and accurate automated documentation and essential integration with your computer systems.

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Alyx Component Collection System

Whether your donors are in your center or out at a blood drive, don't miss out on the opportunity to collect the RBC and plasma products you need most. This mobile and versatile, blood gives you more ways to meet your targets.

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FK Internal

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Amicus Separator

The Amicus Separator is designed to improve efficiency of apheresis procedures, increasing available platelets, plasma and red cells.

[Quick View Menu](#)



CompoLab

Fresenius Kabi has made a business decision to phase out the CompoLab from its product portfolio. In the United States, CompoLab is a rapid screening device designed to measure hemoglobin levels within five seconds from human supplies of venous whole blood.

[Quick View Menu](#)



CompoMat

The CompoMat GS Plus and CompoMaster Neo GS Plus System automates multiple steps in blood component separation. Its automating manual processing steps in whole blood containers, CompoMat GS Plus delivers higher plasma yields and provides a significant step forward for optimization of workflow.

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CompoDock

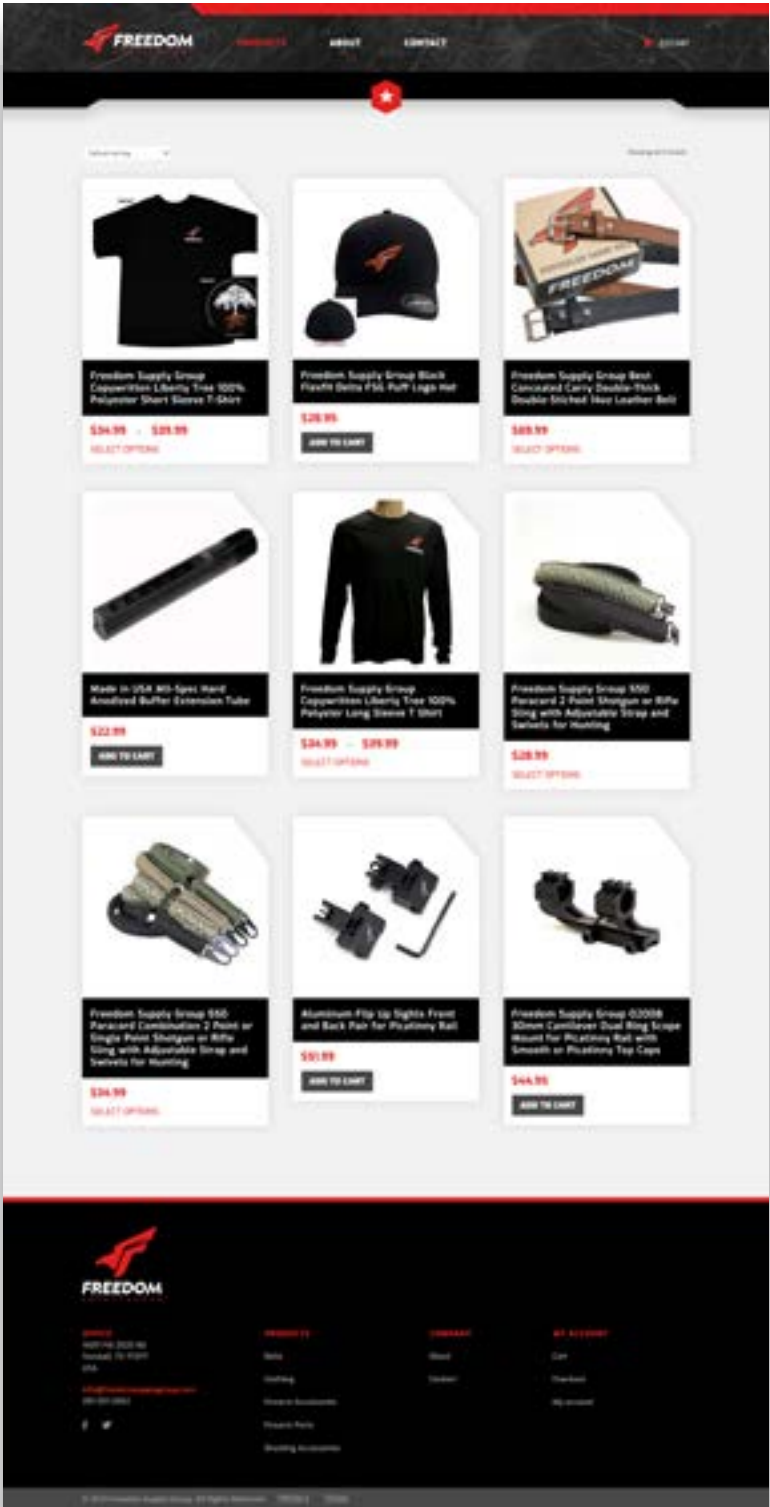
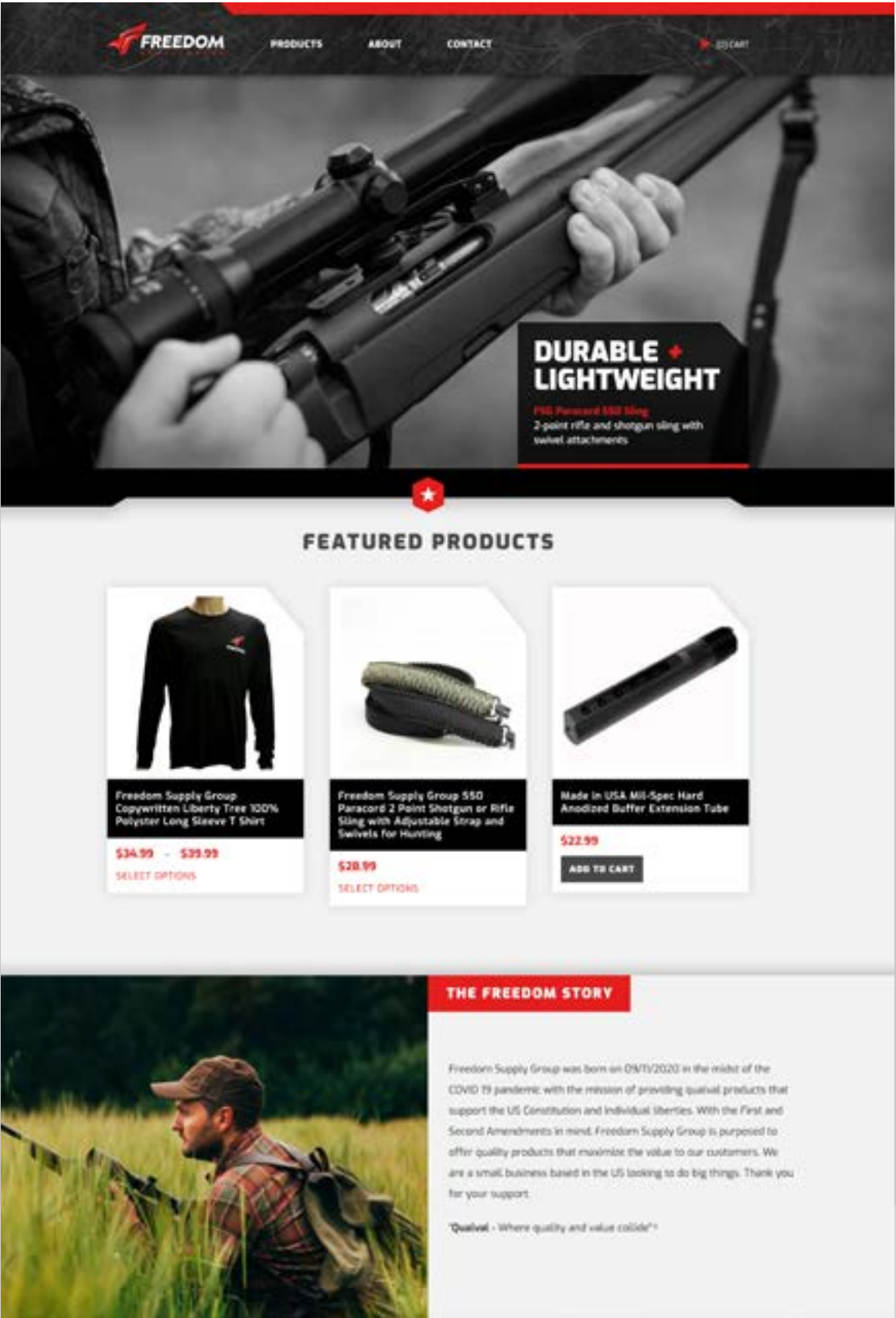
The CompoDock & BookMaster Neo System is a two phase, high frequency technology designed to optimize efficiency and accuracy in blood center component lab operations.

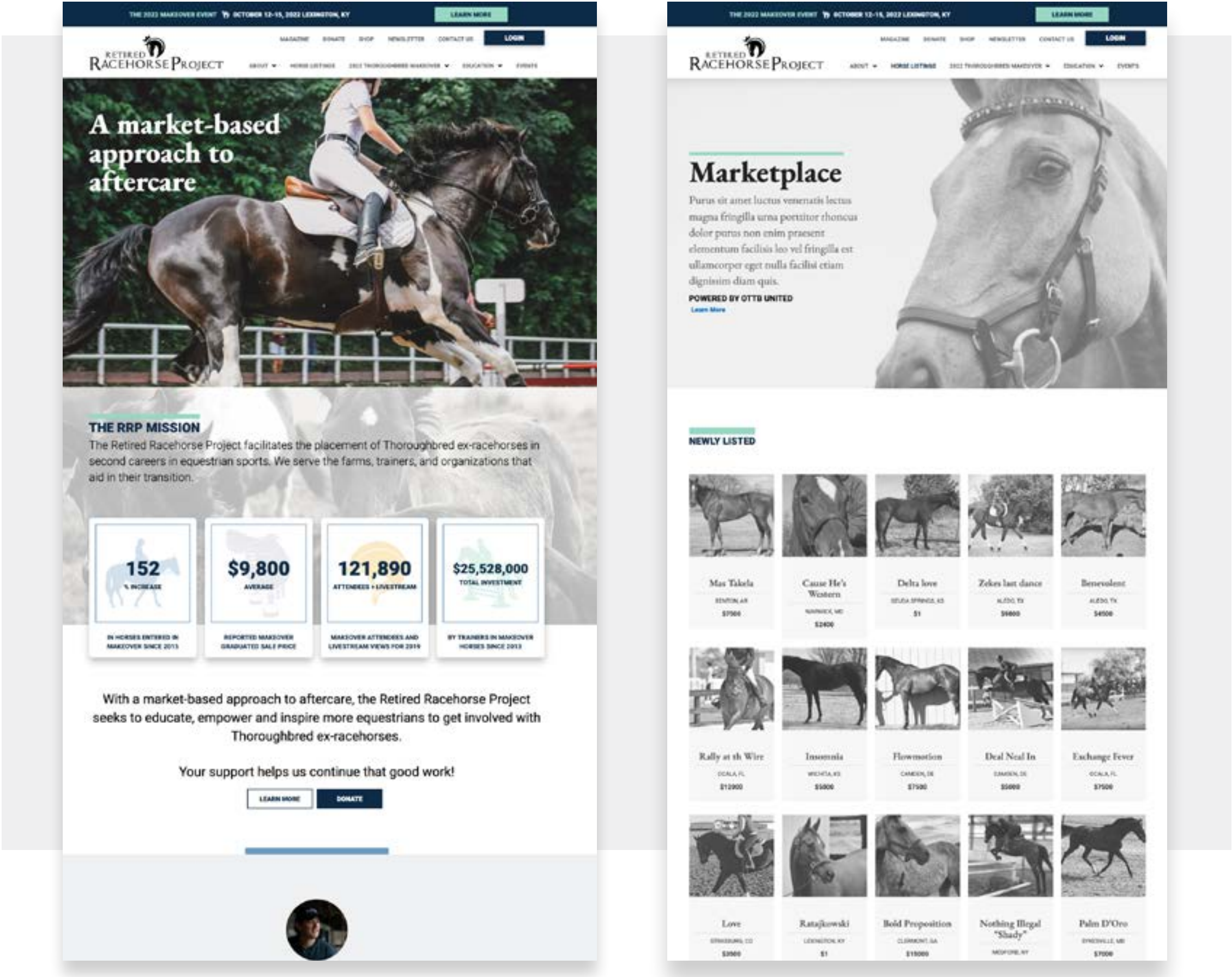
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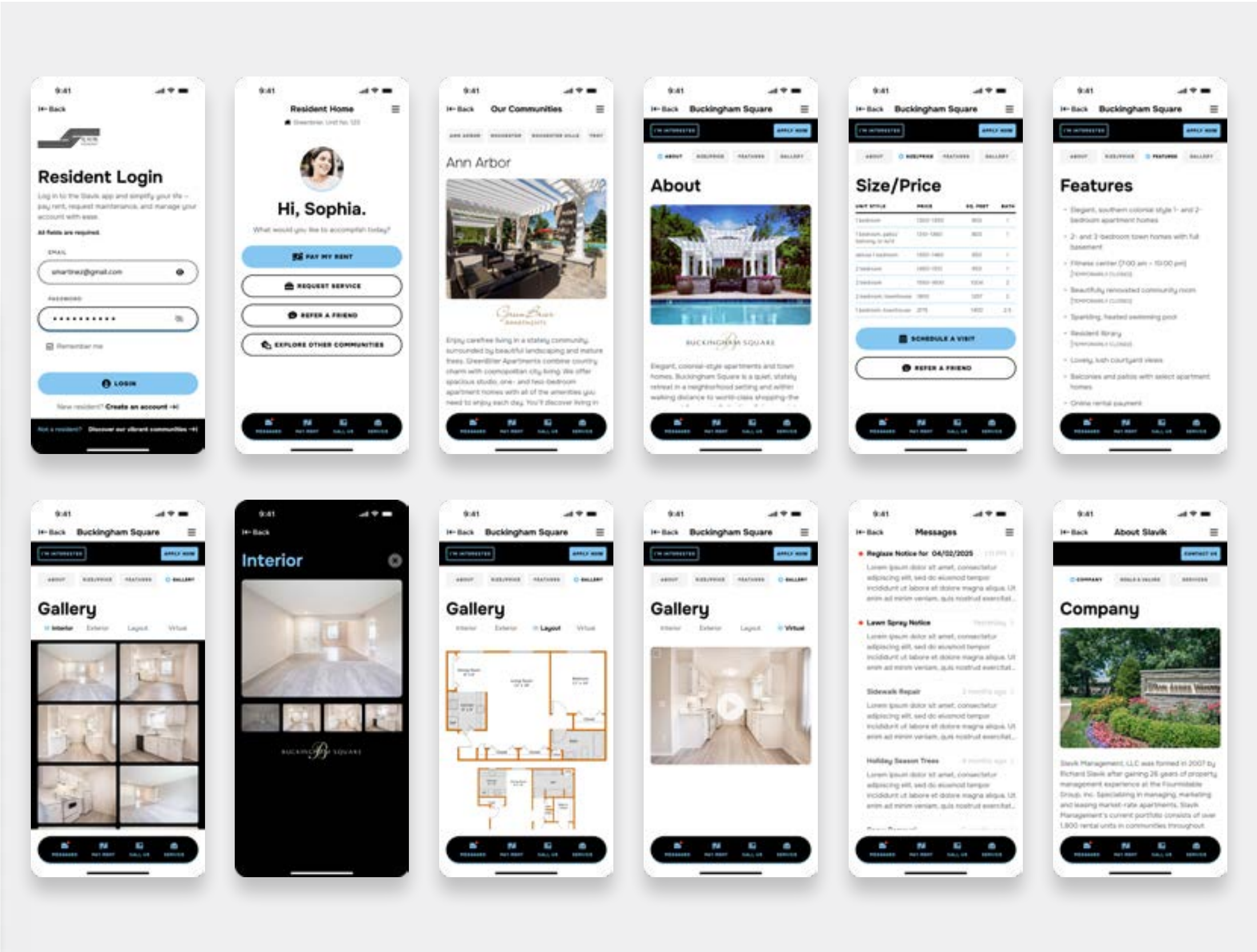


Digital Design









THANK you

Thank you for taking the time to explore my work. I'm passionate about delivering creative solutions that drive real results, and I'd love the opportunity to do the same for your project. If you'd like to see more examples or discuss how we can create something impactful together, I'm available to talk through next steps whenever you're ready.

Kind regards,



✉ roberto@rty.design

