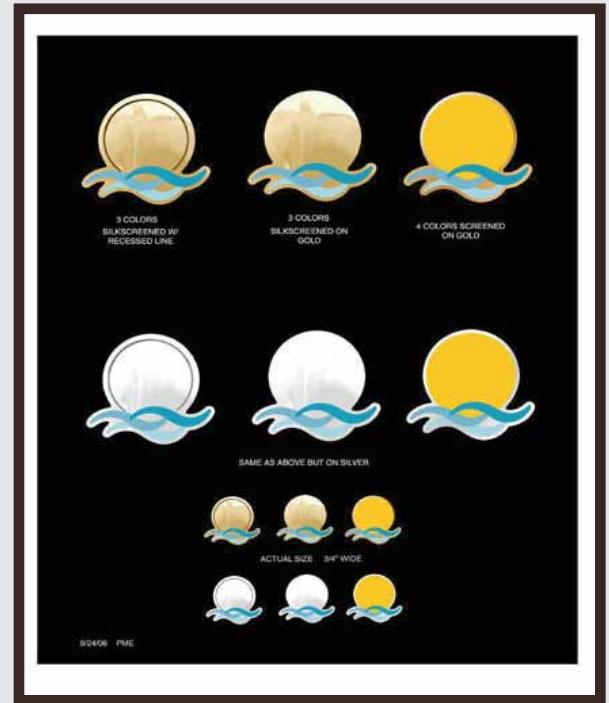


Lakeland Regional Medical Center
Awareness Lapel Pins
Distributor Name: Competitive Edge



Objective: To create a commemorative pin for the Grand Opening of the Medical Center that involved the community and special guests and welcomed the staff and management to the new facility.

The Dion Design Team collaborated with our Distributor to develop an extremely contemporary design of a solar globe rising over the sea. The design was immediately approved and the pin was created in both a silver and gold finishes. Dion then produced a multi-thousand-piece order on a VERY expedited schedule, easily meeting the Grand Opening date. The reaction was terrific and while the pins were distributed some time ago, most of the staff are still wearing their pins. The Distributor was also kind enough to state the “this was the best example of supplier (Dion) cooperation ever!”