

# EMPLOYEES FIRST.

*Milestones Recognized.*

## THE STORY

One hundred years ago metal fabricator RXL\* opened its doors in New Orleans, LA. A small shop with only a few workers slowly grew into a robust company with a colorful history of quality and innovation. RXL worked on projects for local businesses for many years and had a rich history that permeated the surrounding community. The company passed from one generation to the next to the next. With each succession, the company evolved into a newer version of itself.

As the anniversary date approached, President and CEO Mark Lubin\* began to envision the celebration of the 100 year milestone. He traced the story of the company back to the very beginning and found that one thread tied the entire story together – and that was the personal stories of the RXL employee's.

With each evolution, succession, or time of change, the company was ultimately successful because of the perseverance and dedication of the RXL employee's. And so, Lubin decided the heart of the 100 year celebration should reside in showing appreciation to his employees. With that thought, he set out to design a celebration that his employees would love.

## THE EVENT

The primary celebration event was a 'red carpet type' affair. Lubin pulled out all the stops to make the event both personal to the employees and commemorative for the company. He chose the Collier Trapezoid Cube, item 7995, as a gift for each of his employees. The Collier Trapezoid Cube was decorated with the company logo and personalized for each employee.

He and a team of event planners, created a number of smaller celebrations around the anniversary date. Printed collateral, website banners, promotional videos, and other marketing materials promoted these events to the employees and also to the customers. Employees and customers enjoyed small-scale celebrations throughout the calendar year.

The recognition event was the first red carpet style event the company had arranged and it was a big hit. Employees appreciated the personal recognition and a chance to celebrate such a meaningful milestone with a company that had a long and strong history.

\*Names have been changed to ensure confidentiality.

## IDEA FOR MILESTONES



Commemorate your big event with the Collier Trapezoid.

*Personalize it the way you want it!*

**SELECT IT!** We'll help you make the perfect selection - choose from more than 1,000 shapes, sizes, and designs.

**CUSTOMIZE IT!** Choose from a variety of imprints - your imagination is your only limitation.

**PERSONALIZE IT!** We can add any personalized message and artwork to your award.

**PACKAGE IT!** Elegant gift boxes are pre-labeled and ready for your event.