

Tempel Steel

Corporate Identity Video

Chicago-based, Tempel Steel Company was founded by Tempel Smith in 1945 and is still managed by members of his family. With a dedication to the founder's original vision, this family business has grown to more than \$400 million in sales with 1,800 plus employees. Sixty years after its founding, the company remains focused on providing superior electrical steel products and services; this goal has been furthered by expansion into Canada; Changzhou, China; Monterrey, Mexico; and Chennai, India.

Challenge

Tempel Steel needed a vehicle for describing their company and its unique capabilities to customers around the world.

Solution

Traveling the globe to capture footage at multiple plant locations, DoubleJay Creative produced a multi-purpose corporate video profiling the history, present achievements and bright future of this international corporation. This production, used in sales and as a showpiece for the company, was filmed on location over a one-month period by our crews in India, China, Mexico, and Tempel's home base of Chicago. The project equipped Tempel Steel with a high-quality, sophisticated visual media presentation as well as a rich video library for future projects.

This footage was later transformed into multiple tradeshow reels, specifically focusing on the target audiences. DoubleJay Creative efficiently utilized the preexisting footage library to produce a video highlighting the value-added services that Tempel Steel provides.

