

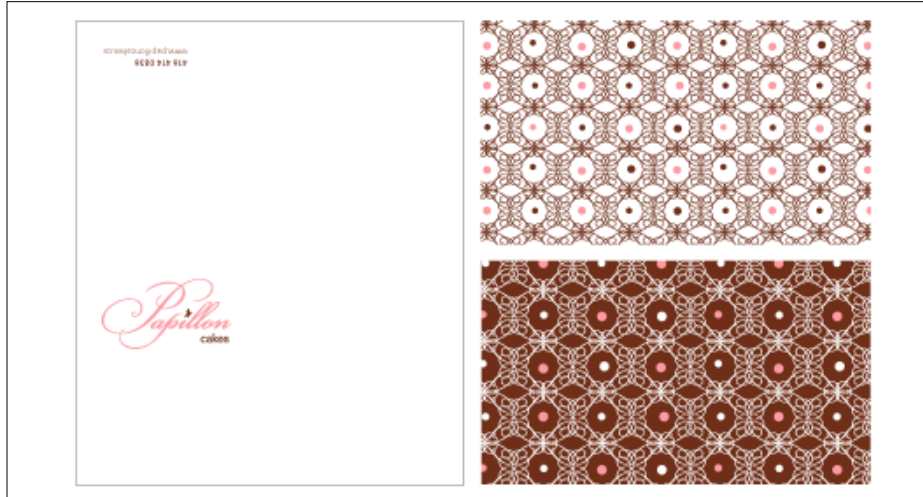


## PAPILLON CAKES

HELPING BUSINESSES SOLVE PROBLEMS THEY HAVEN'T YET IDENTIFIED

**“I know my brides need to feel special—as if theirs is the only cake I’m making. H&W did the same with me. Their customer service is unparalleled.”**

—Diana Stepanovic, *Papillon Cakes*



### CHALLENGE

**Diana Stepanovic:** As a new business owner, I knew I needed a logo, and that I liked pink and brown. I knew nothing about the importance of great design. H&W took the time to learn the nuances of my business, while educating me on how a strong visual identity signals value to potential clients. H&W’s vast knowledge of their craft is what is most impressive about them.

### PROCESS

**H&W:** In a highly competitive space crowded with small businesses, Papillon needed to communicate exquisite taste and excellence in customer service. Diana selected a classically beautiful identity, bringing an elegance and personal touch to her business. We also offered her an innovative solution to a problem she didn’t know she had: a customized Order Sheet that now enables her to efficiently summarize client meetings and close deals more promptly.

### OUTCOME

**Diana Stepanovic:** H&W really helped Papillon arrive. At my first bridal show, clients returned to our booth to comment on how our materials were the most professional they’d encountered. The Order Sheet definitely affected our bottom line; 90% of our clients now confirm their orders following a first meeting, compared to less than half before. I would recommend H&W without hesitation: whatever my expectations—in service or in production—they consistently exceeded them.

### SCOPE OF WORK

Identity, stationery, order sheet, product cards

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