



DAVID ADJEY CHOOSES PULP&FIBER AS AGENCY OF RECORD

TORONTO, November 2009 – Referred to as the Canadian Gordon Ramsey, chef David Adje is famous for his biting wit and high standards. And when he needed a new agency to help build his brand, he set his critical eye on Toronto’s Pulp&Fiber.

“We met David through some of the successful client projects we have completed for Toronto restaurants,” says Art Mandalas, Pulp&Fiber’s Director of Operations, “He was impressed with our ideas and experience, and liked the idea of working face-to-face with a dedicated team.”

The agency’s first daunting task was to provide Adje with two different logos – one for his TV appearances and chef uniform; the other for an exclusive brand of products that would bear his endorsement. Adje was impressed with the agency’s simple, sophisticated ideas and the partnership was born.

“We’re both passionate about our products and maintaining a high standard of quality,” insists Mandalas. “We are excited to work with David as he advances in his successful career.”

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Pulp&Fiber is a full service marketing, design and print agency based in Toronto, Ontario. Made up of industry experts, Pulp&Fiber implements creative substance in all brand strategies from name development and logo creation, to print production and execution. As the pioneers in nightlife marketing, Pulp&Fiber have created concepts and branding components that have set the standard for Toronto nightlife.