

“ The book-making process was refreshingly simple. And the books are not only beautiful to look at and fun to flip through, they're also a key part of the company's sales strategy. “

Carby Tuckwell, Creative Director



Deus Ex Machina & Blurb



Tool:

Adobe® InDesign®

Format:

Large Landscape, ImageWrap

Size:

8x10 in (20x25 cm)

Deus ex Machina, a lifestyle/custom motorcycle/clothing company, roared into the Australian consciousness in 2006, and hit American and Indonesian shores soon after. While well known for its hand-built motorcycles, the company is renowned for creating a culture of creativity. And since 2009, the company has used Blurb's publishing platform to create annual look books for display in their retail shops and showrooms.

Immortalizing the Brand In Print

Being able to tell the Deus ex Machina story in an editorial context is a key differentiator in the crowded market of lifestyle-based clothing brands. "We produce a steady stream of high-fat creative content," says Carby Tuckwell, Creative Director at Deus ex Machina. "It's great blog post fodder but we need more than that. To have our images and brand immortalized in print is essential. It qualifies the expense we go to in producing our product and images."

“ The ability to present a bound edition of your work and brand has undeniable value-adding capability. In our industry, life is better with a hardcover book.”

Carby Tuckwell, Creative Director



Books and USB Sticks Create Sales

Tuckwell says that he experimented with creating handmade saddle-stitched magazines before turning to Blurb, which, he says, offered him a “more polished result.” And getting those results was easy. Using Blurb’s plug-in for Adobe InDesign, Tuckwell has been able to create innovative layouts that make the most of Deus’ product line and lifestyle images. “Our sales agents take our printed books along on sales calls,” says Tuckwell. “We also give them USB sticks with the actual sales catalog to leave behind.”

Books Are a Big Value Add

In addition to selling product in Deus Ex Machina stores in Australia, Bali, and California, the company wholesales its products far and wide. Recently Nordstrom came on board as a retailer of Deus’ surf and skate clothing line. The Blurb books have been a key part of the company’s strategy to secure international distribution.

For more examples of business books made with Blurb, visit: Blurb.com/business

About Blurb®

Every company has a story to share with their customers. Blurb® is a creative publishing platform that unleashes the creative genius inside everyone. Blurb’s platform makes it easy to design, publish, market, and sell professional-quality books, catalogs, and magazines in both print and digital forms. Through its bookstore and online marketing tools, Blurb enables businesses to sell and share their work.

Founded by Eileen Gittins in 2005, Blurb includes a team of design, Internet, and software veterans who share a passion for helping businesses bring their stories to life. To date, Blurb has shipped over 6.5 million books to 70 countries. In 2010, Blurb was ranked the fastest growing media company on the Inc. 500. Blurb is based in San Francisco with an office in London.