

# G Treasury

## Product Overview Card Series

### THE SITUATION:

G Treasury is one of the longest-standing providers of cash, payments and treasury management technology. They were in search of a partner who could help communicate their extensive benefits and product data by creating simple but effective overview sheets. G Treasury reached out to Zeller Marketing & Design because of our ability to take complex products and quickly explain their key benefits.

### OUR SOLUTION:

Zeller was able to distill the information into a series of 24 product cards that helped give a quick overview of each of their products, ranging from cash management and forecasting to foreign exchange and intercompany loans.

### THE RESULT:

Zeller produced an impressive array of product cards that offered the flexibility to be shared through digital and print touchpoints. This new series gave the G Treasury team the tools needed to quickly and seamlessly present their company's benefits to potential clients and partners.

