

CORPORATE PORTFOLIO_ YING-TING LIN

MANDARIN COMMUNICATIONS GROUP | KEEP GLOBAL | MODERN PROCESS EQUIPMENT CORPORATION

Fonts: Caslon 3 designed by William Caslon
Berthold Akzidenz Grotesk released by the Berthold Type Foundry

MAGAZINE — MANDARIN LEADERS

EDITORIAL DESIGN | 2015 | CHICAGO USA

The Chinese decorative elements are designed to match the theme of the magazine, which focuses on successful Chinese at the States. And the templates for the Q & A fulfills the needs to go along with any photos without losing the readability of the texts. My tasks include editing the photos, laying out almost the entire magazine, and making sure both the Chinese and the English texts are grammatically correct.



MAGAZINE —
MANDARIN LEADERS



PRODUCT BOOK

EDITORIAL LAYOUT | 2016 | CHICAGO USA

Redesigned the entire product book by unifying color, font, grid, and decorative elements.
(All the later products adapted the same theme.)
Took and edited all the photos of the products.
Proof-read texts.

Font: Lato designed by Łukasz Dziedzic

back



front



PRODUCT BOOK



CAN LINERS

Unstoppable, strong, and gets the job done.

We offer the best selection of can liners for your building's everyday needs. Our team will help you find can liners that are just the right size for your receptacles, helping reduce plastic consumption and create savings for your company.



TRADITIONAL HIGH DENSITY

The standard choice when it comes to can liners, this robust plastic can be used in all types of receptacles, from office to industrial waste.



TRADITIONAL LINEAR LOW DENSITY

When you need a light bag, this linear density construction is the choice. They are thin and light, and are perfect for things like paper or plastic bags, or trash.



TRADITIONAL RECYCLED LOW DENSITY

Help reduce your carbon footprint with our 100% recycled can liners. They are made from 100% recycled plastic, and are just as strong as our other can liners.



REVOLUTION BAGS

- Cheapest Price
- Strongest
- Durable



COMFORTABLE RETAIL BAGS

- Available in 100% Recycled
- Available in 100% Recycled
- Available in 100% Recycled
- Available in 100% Recycled

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TRADITIONAL BAGS

High Density

SKU	CAPACITY	GAUGE	WIS	USDR	AWES/CSK
ECOA-HD1000	10 gal.	3 mil.	27 x 30"	Clear	1000
ECOA-HD2000	20 gal.	3 mil.	30 x 33"	Clear	2000
ECOA-HD3000	30 gal.	3 mil.	34 x 36"	Clear	3000
ECOA-HD4000	40 gal.	3 mil.	38 x 40"	Clear	4000
ECOA-HD5000	50 gal.	3 mil.	42 x 44"	Clear	5000
ECOA-HD6000	60 gal.	3 mil.	46 x 48"	Clear	6000
ECOA-HD7000	70 gal.	3 mil.	50 x 52"	Clear	7000
ECOA-HD8000	80 gal.	3 mil.	54 x 56"	Clear	8000
ECOA-HD9000	90 gal.	3 mil.	58 x 60"	Clear	9000
ECOA-HD10000	100 gal.	3 mil.	62 x 64"	Clear	10000
ECOA-HD12000	120 gal.	3 mil.	66 x 68"	Clear	12000
ECOA-HD14000	140 gal.	3 mil.	70 x 72"	Clear	14000
ECOA-HD16000	160 gal.	3 mil.	74 x 76"	Clear	16000
ECOA-HD18000	180 gal.	3 mil.	78 x 80"	Clear	18000
ECOA-HD20000	200 gal.	3 mil.	82 x 84"	Clear	20000

Linear Low Density

SKU	CAPACITY	GAUGE	WIS	USDR	AWES/CSK
ECOA-LLD1000	10 gal.	2.5 mil.	24 x 27"	Clear	1000
ECOA-LLD2000	20 gal.	2.5 mil.	28 x 30"	Clear	2000
ECOA-LLD3000	30 gal.	2.5 mil.	32 x 33"	Clear	3000
ECOA-LLD4000	40 gal.	2.5 mil.	36 x 36"	Clear	4000
ECOA-LLD5000	50 gal.	2.5 mil.	40 x 39"	Clear	5000
ECOA-LLD6000	60 gal.	2.5 mil.	44 x 42"	Clear	6000
ECOA-LLD7000	70 gal.	2.5 mil.	48 x 45"	Clear	7000
ECOA-LLD8000	80 gal.	2.5 mil.	52 x 48"	Clear	8000
ECOA-LLD9000	90 gal.	2.5 mil.	56 x 51"	Clear	9000
ECOA-LLD10000	100 gal.	2.5 mil.	60 x 54"	Clear	10000

Recycled Linear Low Density

SKU	CAPACITY	GAUGE	WIS	USDR	AWES/CSK
ECOA-LLD1000R	10 gal.	2.5 mil.	22 x 25"	Clear	1000
ECOA-LLD2000R	20 gal.	2.5 mil.	26 x 28"	Clear	2000
ECOA-LLD3000R	30 gal.	2.5 mil.	30 x 31"	Clear	3000
ECOA-LLD4000R	40 gal.	2.5 mil.	34 x 34"	Clear	4000
ECOA-LLD5000R	50 gal.	2.5 mil.	38 x 37"	Clear	5000

COMPOSTABLE
RETAIL BAGS

- ✓ Variety of retail bags available
- ✓ Compliant with most applicable Chicago Plastic Bag Bans
- ✓ Customizable with your logo and colors
- ✓ All orders are custom-made
- ✓ Large Compostable Bags are also available

REVOLUTION BAGS

Revolution Bags are created from the result of a closed loop system. It starts with our supply of post-consumer equipment – a virtually endless quantity of containers, high quality raw materials for re-rolling provided by Duffin Plastics. The resource is coupled with patented recycling and processing technology that enables us to take this post-consumer material, which would otherwise end-up in a landfill and produce high quality bags at competitive prices.

ECO-FRIENDLY

Quantified by the Green Building Council (LEED) as 100%

- ✓ 100% recycled content, including 100% post-consumer plastic
- ✓ All bags contain 100% of recycled material
- ✓ All bags contain recycled material on the inside and outside surfaces
- ✓ Heavy duty 4 mil. thickness is 30% stronger than standard 3 mil. bags
- ✓ Performance is superior due to easy separation

QUALITY

Designed for maximum performance

CLOSED-LOOP PROCESS

Revolution Bag creates from recycled plastic waste from other sources that otherwise would end up in a landfill

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graph LR
    A[Recycled plastic waste from other sources] --> B[Revolution Bag production]
    B --> C[Revolution Bag]
    C --> D[Recycling]
    D --> A
  
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IR REVOLUTION BAG



TOOLS & TECH

Versatile, efficient, and created for you.

Our boldly designed equipment is customizable to a variety of surfaces, making it simple for your team to use our tools and tech to get the job done as safely and effectively as possible.

A Waters International Company



JAN/SAN TOOLS

TRADITIONAL
MOP/
BUCKETS



MICROFIBER
(DRY + DUST +
WET) MOPS



BROOM/
DUSTPAIS



CLEANING MACHINES

AUTO FLOOR SCRUBBER

Perfect for cleaning interior surfaces and quick return to the workplace, our auto floor scrubbers are designed for maximum efficiency. They are easy to use and require minimal maintenance. They are also available in a variety of sizes to meet your needs. They are also available in a variety of colors to match your company's branding.



MANUAL FLOOR SCRUBBER

Used for manual floor cleaning and maintenance, our manual floor scrubbers are designed for maximum efficiency. They are easy to use and require minimal maintenance. They are also available in a variety of sizes to meet your needs. They are also available in a variety of colors to match your company's branding.



PAPER PRODUCTS

Quality material, soft to the touch.

Created in our own facilities, KEEP Global maintains the highest levels of quality and consistency in our products. We manufacture the best commercial paper products on the market, which means you can count on us to support you, as you support your customers.

Right there, every day. The softest touch. Right there, every day. The softest touch. Right there, every day. The softest touch.

Green Elements is a sustainable, eco-friendly, and biodegradable paper product. It is made from 100% recycled paper and is free of chlorine, making it the most eco-friendly choice.

PAPER TOWELS

Hardwood Roll Towels

ITEM #	DESCRIPTION	QUANTITY	SIZE	ROLL LENGTH	ROLL DIA.	ROLL WT.
KG4-R1123	White	2.0%	8" x 34 1/2"	500 Y.	11 1/2"	8
KG4-R1124	White	2.0%	8" x 34 1/2"	500 Y.	11 1/2"	8

Multifold Towels

ITEM #	DESCRIPTION	QUANTITY	SIZE	SPREAD	SPREAD	ROLL WT.
KG4-R1123	White	2.0%	8" x 34 1/2"	750	4000	18
KG4-R1124	White	2.0%	8" x 34 1/2"	750	4000	18
KG4-R1125	White	2.0%	8" x 34 1/2"	750	4000	18

NAPKINS & FACIAL TISSUE

Napkins

ITEM #	DESCRIPTION	QUANTITY	SIZE	SPREAD	SPREAD	ROLL WT.
KG4-N1001	White	2.0%	8" x 7 1/2"	400	3000	20

Facial Tissue

ITEM #	DESCRIPTION	QUANTITY	SIZE	SPREAD	SPREAD	ROLL WT.
KG4-F1001	White	2.0%	8 1/2" x 7 1/2"	300	3000	20



PRODUCT MANUFACTURING

Reliable & Consistent Quality

You've got the customers and infrastructure to run your business. You need quality products to deliver customer satisfaction with every visit. Go build your business and build your brand. We'll give you the products to do it all.

A Kyburz International Company

PRODUCT CATEGORIES



PAPER PRODUCTS

- Hand Towels
- Paper Towels
- Paper Mats
- Engineering



CAN LINERS

- Food Bags
- Recycled Can Liners
- Commercial Waste Bags
- Industrial Bags



MICROFIBER

- Auto Polishing Towels
- Food Cloths
- Auto Detailing Towels
- Dry Wipe-Down Cloths



TOOLS & TECH

- Knives, Axes
- Saws, Pry Bars
- Shovels, Pickups, Shovelers

BATHROOM PRODUCTS

Standard Roll Toilet Tissue

SKU	DESCRIPTION	QUANTITY	UNIT SIZE	UNIT PRICE	REORDER
HCA-10100	White, Unfolded	3 Ply	41.27" x 3.3"	\$13	50
HCA-10100	White, Folded	5 Ply	3.5" x 4"	\$200	50
HCA-10110	White, Unfolded	2 Ply	41.27" x 3.3"	\$16	50
HCA-10110	White, Folded	5 Ply	3.5" x 4"	\$200	50

Jumbo Roll Toilet Tissue

SKU	DESCRIPTION	QUANTITY	UNIT SIZE	UNIT PRICE	REORDER
HCA-10000	White, Unfolded	2 Ply	3.5" x 4"	\$10.4	12
HCA-10000	White, Folded	3 Ply	3.5" x 4"	\$100.9	12
HCA-10000	White	2 Ply	3.5" x 4"	\$100.9	12
HCA-10000	White	3 Ply	3.5" x 4"	\$100.9	12

Toilet Seat Covers

SKU	DESCRIPTION	QUANTITY	UNIT PRICE	UNIT PRICE	REORDER
HCA-40100	White, Standard	3 Ply	250	\$100	20

MORE PAPER PRODUCTS COMING SOON

Brown Multifold Towels

Kitchen Roll Towels

Brown Hardwood Roll Towels
Premium Hardwood Roll Towels

Cube Box Facial Tissue

Wet / Antibacterial Wipes

ONE-PAGER & INFOGRAPHIC CARDS

ADVERTISING | 2016 | CHICAGO USA

Created the one-pagers with the same style of the company. Took and edited all the photos.
Did experiments for the infographic that promotes our products by comparing with the ones from other companies.

We offer the best selection of can liners for your building's everyday needs. Our team will help you find can liners that are just the right size for your receptacles, helping reduce plastic consumption and create savings for your company.

KEEP Global

CAN LINERS



REVOLUTION Bags

Revolution Bags are created from the result of a closed loop system. It starts with our supply of post-consumer materials – a virtually endless quantity of consistent, high quality raw materials for recycling provided by Delta Plastics. The resource is coupled with patented washing and processing technology that enables us to take this post-consumer material, which would otherwise end up in a landfill and produce high-quality bags at competitive prices.

Revolution Bags are the first US can liners to be blend EcoLogo certified. Revolution Bags are competitive with can liners produced with virgin resin in both price and performance, so now you can have a quality bag while also having a positive impact on the environment.

QUALITY

Strong, Durable Construction

- Premium resin allows performance to equal or exceed that of liners made of non-recycled materials.
- All tubular construction means no slit seals to split under pressure.
- Seam-sealed bottom.
- Perforated on coreless rolls for easy separation.

ECO-FRIENDLY

Exceeds EPA Procurement Guidelines by an Average of 700%

- Qualifies in existing building USGBC LEED program.
- All bags contain 30% to 94% post-consumer recycled resin.
- More than 1 billion pounds of waste diverted from landfills to date.

NO EXTRA COST FOR BEING GREEN

front

COMPOSTABLE Bags

Certified by the US Composting Council
Compliant with Chicago Plastic Bag Ban
Made from corn root and other organic material
Customizable with your logo and colors

Unstoppable, Strong, and Gets the Job Done

TRADITIONAL Bags

LINEAR LOW DENSITY

When you need a tough bag, linear low density can liners are the best choice. They are thick and highly puncture resistant. Ideal for sharp, jagged or irregular shaped items or loads.

MODEL	CAPACITY	GAUGE	SIZE	COLOR	MINIROLLS
KCA-LS0335L	10 galons	0.4 mil	30" x 30"	clear	1000
KCA-LS0335B	10 galons	0.4 mil	30" x 30"	black	1000
KCA-LS035A-LSB	30 galons	0.65 mil	30" x 30"	black	250
KCA-LS035A-1100B	30 galons	1.0 mil	30" x 30"	black	100
KCA-LS0319B	30 galons	1.0 mil	30" x 30"	black	100
KCA-LS0401B	45 galons	1.0 mil	40" x 40"	black	100
KCA-LS0417B	55 galons	1.0 mil	40" x 40"	black	100

HIGH DENSITY

The economical choice when you're looking to reduce overall plastic usage and hold light weight trash such as office and rest room waste, shredded paper, and recycled items.

MODEL	CAPACITY	GAUGE	SIZE	COLOR	MINIROLLS
KCA-HD1219B	4 galons	0.4 mil	12" x 12"	clear	1000
KCA-HD0020N	7 galons	0.6 mil	20" x 20"	clear	1000
KCA-HD0245N	30 galons	0.6 mil	20" x 20"	clear	1000
KCA-HD0305N	30 galons	0.6 mil	20" x 20"	clear	1000
KCA-HD0305B	30 galons	0.6 mil	20" x 20"	black	1000
KCA-HD0305N	30 galons	0.6 mil	20" x 20"	clear	100
KCA-HD0305B	30 galons	0.6 mil	20" x 20"	black	100
KCA-HD0305N	30 galons	0.6 mil	20" x 20"	clear	100
KCA-HD0305B	30 galons	0.6 mil	20" x 20"	black	100
KCA-HD0305N	30 galons	0.6 mil	20" x 20"	clear	100
KCA-HD0305B	30 galons	0.6 mil	20" x 20"	black	100

RECYCLED LOW DENSITY

KEEP Global recycled can liners are made with up to 85% post-consumer waste resin keeping more plastic out of landfills. The high quality resin used means these can liners stronger than regular liners that are 25% thicker!

MODEL	CAPACITY	GAUGE	SIZE	COLOR	MINIROLLS
KCA-RL03319B	25 galons	1.5 mil	30" x 30"	black	100
KCA-RL03019B	30 galons	2.0 mil	30" x 30"	black	100
KCA-RL04017B	70 galons	1.5 mil	40" x 40"	black	100



back

Why GSM Matters?

GREATER GSM = MORE ABSORBANT
The thickness of Microfiber is measured in Grams per Sq. Meter (GSM).

"Basic" Microfiber

16"x 16" | 200-300GSM

THIN & ROUGH
not efficient to use; not soft to touch

Home Depot Microfiber

Amazon Microfiber

KEEP Global Microfiber

16"x 16" | 280-420 GSM

40% to 210% THICKER
stronger resilience; longer duration

33% MORE ABSORPTION
for better cleaning efficiency

2 TIMES FASTER ABSORPTION
absorbs the mess right away

KEEP Global Microfiber

front

Why Quality Material Matters?

SOFTER TOUCH, MORE EFFICIENT, AND LAST LONGER

COTTON FIBER

CROSS SECTION FIBER
creates a rounded structure that doesn't "grab" dust or liquid effectively.

DEFAULT OPTION
simply due to the habit.

KEEP Global Microfiber

SPLIT & SUPER THIN FIBERS
100x thinner than human hair that absorbs faster and better pick up dust.

DENSE FIBERS
carry positive charge to attract negatively charged dust particles with ease.

back

PACKAGE WRAP & ICONS

ADVERTISING | 2016 | CHICAGO USA

I designed the green part on the front of the package wrap and the back side.
The icons are created to help better promote the product.



front



back



REDESIGN OF THE LOGO FOR THE HEAD-QUARTER IN CHINA

LOGO DESIGN | 2016 | CHICAGO USA

The 1st round is designed not to lose the original impression for the former customers.
The 2nd round is to match the style of the American side's logo.
The 3rd round is a total different design that gives a refreshing image with metaphors symbolizing the culture of the company.



Chinese headquarter logo



U.S. branch logo



2 from the 1st round

1 from the 2nd round

some from the 3rd round

REDESIGN OF THE WEBSITE USED IN CHINA

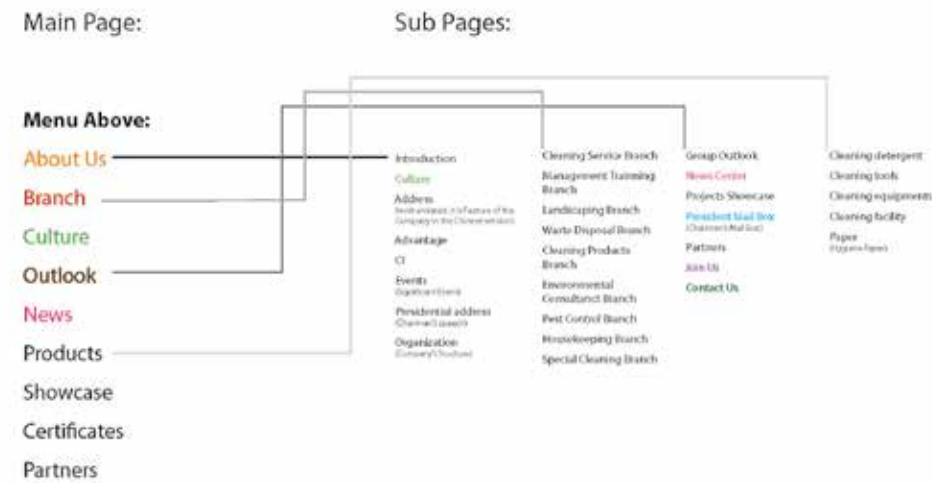
WEBSITE DESIGN | 2016 | CHICAGO USA

Analyzed the map of the original website and made a suggested diagram.

The boss prefer still-framed windows, so the users do not need to scroll up and down to look for information.

The new website would be responsive.

Analysis of the original website structure



Menu of sub-companies

Motion Ad. ————— Company's Video

Menu Below:

Company Overview
(which is the same as "About us" in the Chinese version)

Company Culture
(same as "Culture")

Company Prospect
(same as "Outlook")

News Center
(same as "News")

President Mail

Join Us

Global Chairmen's Corner

Contact Us

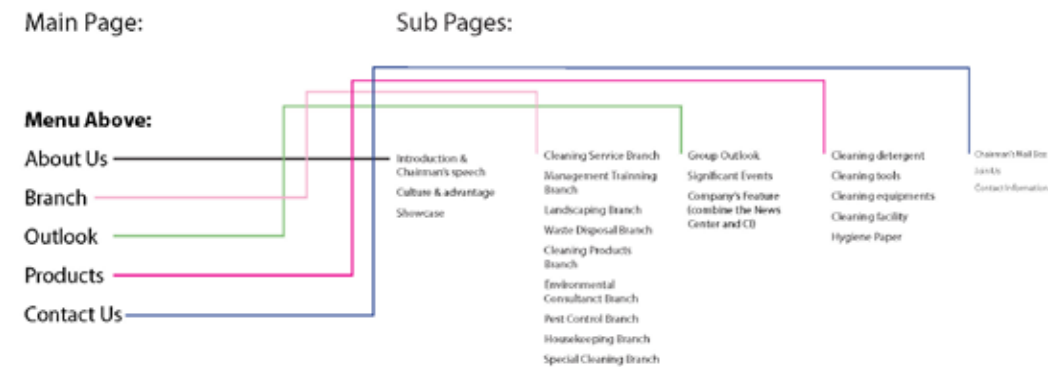
Company name /mark

Filter to English/Chinese version

Main Problems now:

1. It is not a responsive website, layouts should be different for different screen sizes
2. Many redundant links (the same links have the same colors)
3. Repeated "Contact Information"
4. The company's video is categorized under "Company Overview", but is not in the sub-menu of the "Company Overview"
5. The company's video is too long; it should be precise and excites people.
6. Sub-Menus should be categorized in a more logical way
7. "Certificates" is now under "Management Training Branch"; its position needs to be discussed.
8. The Partners' links only link to the image itself, better not even have them.
9. The Menu below has an addition of "Global Chairman's Corner," which links to no where (in the Chinese version) and to the main page (in the English version)
10. There's missing typefaces for the font (in the Chinese version)
11. Not sure if we still need the English version website, or should we just link to KEEP Global's

suggested website structure



Motion Ad. (not flash),
or Motion graphic of our logo,
or Company's video

Partners (no links, scroll down to see)

Certificates (no links, scroll down to see)

Basic Direction for design:

Precise and Clear

Colors: Black, White, Grey, Logo's Blue and Green

Company name /mark



digital | responsive