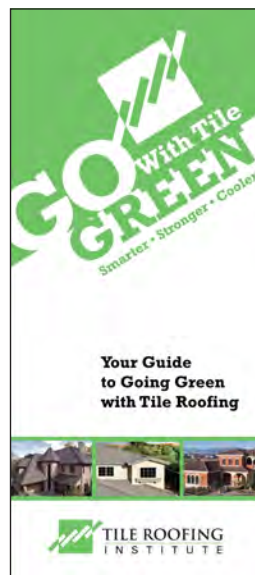
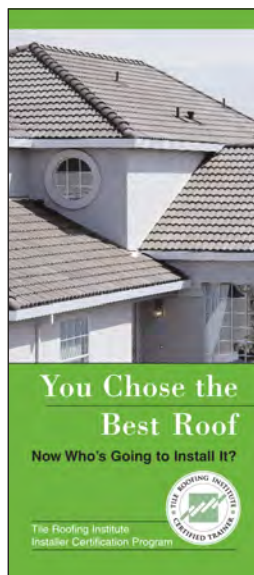
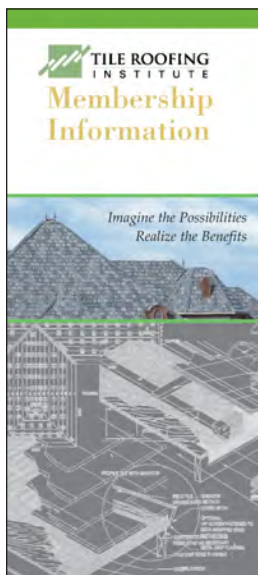
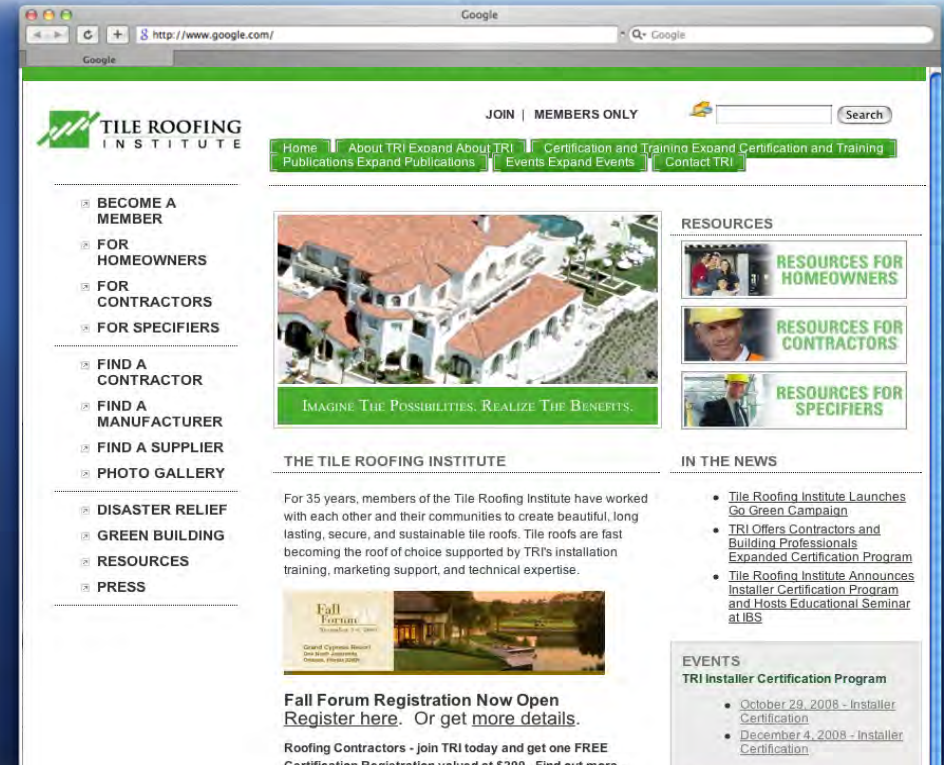


TILE ROOFING INSTITUTE



TRI engaged MKB to completely redevelop their web presence, Brand and outreach marketing. Specific and **strategic member growth** goals drove the development of key channel marketing materials including industry comparison guides for consumer use. We have since been through a second redesign/upgrade of the website graphics. TRI has experienced more than a 60% increase in demand over the last 7 years, and member companies have grown from 24 to 164 in 4 years.