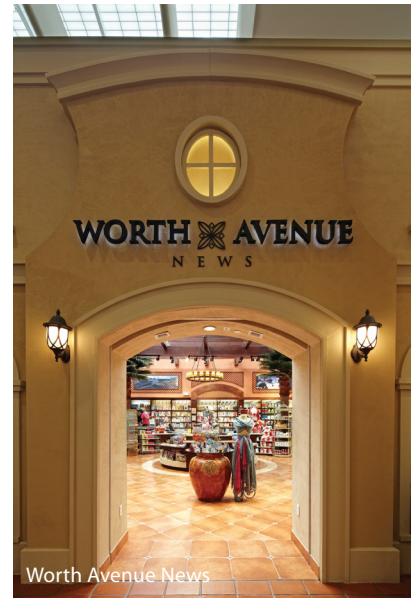


PDT International

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KEY PERSONNEL

Sven Pavlik, *Partner*, sven@pdtintl.com
Luis Martin, *Partner*, lmartin@pdtintl.com

NUMBER OF EMPLOYEES

35

SERVICES OFFERED

Planning, Design, Project Implementation, Graphic Design

PDT International is a full service design firm, providing innovative ideas and design strategies to leading corporations around the world.

The firm's specialty lies in the customer "experience" and using that experience to develop market-driven designs maximized for performance and profitability. As a company, PDT International is committed to redefining the way people live, play, work, and shop. PDT International's strengths go far beyond pure design solutions; it is the firm's ability to create strategies that serve specific objectives that set it apart from the rest. PDT International's award-winning design team has developed successful Brand Strategies, Flagship Stores, Prototypical Retail Stores, Design Enhancements, Shop Concepts, Store-Within-A-Store and Category Management Programs for many clients since its inception.

PHILOSOPHY

PDT International's brand starts with passion; the firm is unified under the same vision and values. PDT International stands for: creativity in all it does, global in its culture and demographics, innovative in its approach, unique, spirited and bold. The team is a consumer focused group that works in collaboration to

create solutions that get results and add value to the team, the consumer, the client and the industry.

APPROACH

Initially, PDT International's strategic assessment involves information gathering for it to develop a depth of understanding of where a client is today, and its future goals. The next task includes determining and verifying the key sensory elements and the emotion of the client's business, which will enable PDT International to determine the "feel". Using information learned from the assessment, goals and emotions, PDT International develops a design concept which provides the framework for further client collaboration and "Team" interaction that refines this concept to a final design. This final concept is then transformed by PDT International's production team into workable details and drawings for project implementation.

PDT International's approach is holistic – from the first forecasting and planning exercise to the creation of a new prototype — the firm is deeply involved in all components of each project. As specialist in brand creation, interpretation and implementation, PDT International captures and articulates its clients' needs today and in the future and creates the tools that are necessary to consistently embody that at every point of customer contact.