

“ Architecture is a visual medium and the book has boosted sales by giving those who inquire about our firm the confidence that we can do the job. The cost per copy is petty cash when compared to the book’s PR value.”

Gary Catt, Director



CATT Architects & Blurb



Tool:

Blurb BookSmart®

Format:

Large Landscape, ImageWrap

Size:

13x11 in (33x28 cm)

CATT Architects specializes in high-end residential architectural projects in Australia and the United States. Their work has won numerous awards, and their projects—from private residences to urban villages—have been widely published. But getting a professional portfolio together—one that wasn’t costly or time-consuming to produce—was a struggle. Until they discovered Blurb.

Architecture Firm Builds Sales with Blurb

The firm produced their first Blurb book in 2010 and since then CATT has used Blurb’s creative publishing platform to create a portfolio that continually evolves with their work. Gary Catt, founder and director of CATT architects, says that the book has not only served as a high-quality portfolio, it’s also a great sales tool that plays a strategic role in winning business.

“ Thanks to Blurb, we can update our portfolio three to four times a year. It’s easy. We can add or subtract pages, redesign layouts, and we can print just ONE book at a time if we’d like. It’s fantastic.”

Gary Catt, Director



Fast, Flexible, and Easy

The firm’s in-house design team uses Blurb BookSmart® and credits the ease of BookSmart and Blurb’s print-on-demand technology with enabling them to keep their portfolio current. CATT Architects also takes advantage of Blurb’s volume discounts to print multiple copies of each edition. The firm displays copies of the book in their reception area and in their boardroom.

Professional Presentation in Print, Ebook, or PDF

CATT also gives copies to consultants and clients as thank you gifts, and the firm directors take copies of the book, whether in print form or as an ebook, to all meetings with potential clients. “That kind of flexibility is a must these days,” says Catt. “We can show clients our work in our book, on an iPad, or in PDF form. Blurb provides a very strong platform for presentation which is incredibly important for any design firm.”

For more examples of business books made with Blurb, visit: [Blurb.com/business](https://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.