

PRESS RELEASE

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Rapid Growth Prompts Exciting Relocation for Cleveland Agency

On the cusp of its 15-year anniversary, TWIST Creative, Inc. enters an exciting period of growth in personnel and clients.

CLEVELAND - September 04, 2014 - TWIST Creative, Inc., a full-service brand agency based in Cleveland, Ohio, is excited to announce its relocation to the newly renovated historic Fairmont Creamery in the city's Tremont neighborhood. Motivated by an expanding pool of clients, the addition of new team members and growth in several service lines, the move will provide the agency with a more cohesive and creative space to match its progress.

"We're proud to be the agency that built the brand of Ohio City and hope to make an equally significant contribution for our new neighborhood," said Michael Ozan, president and chief creative officer at TWIST. "Today, as we move into our new space and approach our 15-year anniversary, TWIST has the ambition, uniqueness of service mix, and creative culture to move forward as a market leader."

The company's strong portfolio of clients includes, Arhaus Furniture; Voss Industries; Faber-Castell; TTI Floor Care, North America; Paladar Restaurants; Select Restaurants; Cuyahoga Community College; and Storm Power Components. More recently, TWIST has added relationships with the Cleveland Indians; Lake Health System; Embrace Pet Insurance; and Welty Building Company.

"Both our client relationships and employee mix are growing rapidly," said Mike, who also added TWIST has more than doubled its annual revenue in the past two years. "Our team has grown by 30 percent over the last twelve months and will likely increase by another 30 percent before 2015."

After a year-and-a-half search for a new space, in partnership with Scott Simon, president of North Pointe Realty, Inc., TWIST was introduced to Sustainable Community Associates and their development project at the Fairmont Creamery. Both parties felt it was a good match and began working together to create a space that would match the vision of the agency's leadership team.

"TWIST's relocation to the Fairmont Creamery is a perfect synergy—a vibrant, growing creative firm located in a hip, newly-renovated mixed-use building in a great neighborhood," said Scott. "This is a Cleveland success story."

“We currently work on four floors of a 19th century building. The Fairmont Creamery project will bring our entire team onto one floor and let us get more fun and collaborative with the way we work,” Connie Ozan, founder and design director at TWIST, who added that she looks forward to meeting with the team on the rooftop deck, overlooking Tremont and views of the Cleveland skyline.

“We’re excited to once again be on the forefront of a neighborhood reinvention. This area of Tremont reminds us of Ohio City 12 years ago when we arrived,” said Mike. “We focus on breakthroughs for our clients and we believe that this move is emblematic of our vision and ambition as a Cleveland-born agency.”

TWIST Creative, Inc. has been honored with more than 250 awards by organizations and publications such as: the ADDYs, PRINT Magazine, HOW Magazine, Graphic Design USA, AIGA Cleveland and International AIGA 365.

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