



## SURROUNDED BY FOG

Even China's Great Wall - visible from  
outerspace - can get fogged in.

Could the same be true for your  
company's communications?



## HAS YOUR ORGANIZATION SETTLED INTO THE MURKY DEPTHS?

Do the opaque proclamations from your  
company's president bewilder employees?

Do your press releases still tout "best-of-  
breed," "mission-critical solutions"?

Does the company news cloud good ideas  
while hiding blemishes?

Does your website praise your  
"cutting-edge" product?

Do your presentations compel your  
audience to dash for the back door?



## LIFT THE FOG

**T**he best intentions do not always  
translate into crisp, clear copy. The  
Iris Company brings you a fresh  
perspective and clear communications.  
Lift the fog with The Iris Company.  
*Communications with a Global Focus*

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