

featured product

SPECIALTY CD  
BOXSET

ECHO IMAGING SUCCESS STORY #3

## Popular Science

what it takes to bring a beloved baby boomer educational recording back to life

**Client:** Harbinger Records

**Our challenge:** Echo Imaging was asked to help reproduce Hy Zaret's "Ballads for the Age of Science", originally a six-LP set of creatively iconic songs from the late 1950s which taught young children a variety of scientific concepts.

**The approach:** Irwin Chusid created the meticulous digital restorations of the original 1961 recordings, in all of their monophonic glory. Echo Imaging produced the packaging and booklet for this new CD box set, incorporating the original Leo Leonna illustrations. We also silk-screened the six CDs, using a different PMS spot color for each. Rich, accurate color reproduction across several different substrates was vitally important - one key challenge was matching the CDs' spot colors as accurately as possible in CMYK on the packaging.

**Why they came to us:** They'd heard about Echo Imaging's attention to detail, our high quality standards, and our reputation for exceeding expectations. Based on that, Harbinger entrusted our company with the reimagining of this treasured collection.

**The results:** Teachers, science consultants, musicians, and baby boomers have all lauded the reissue. As one fan exulted:

“Friends with kids, friends who like science, friends who like music, friends who breathe: this is a magical collection that is absolutely deserving of a space in your home. The songs are brilliant, the artwork is beautiful, and the production is outstanding.”

**WE ARE ECHO IMAGING.** Since 1997, we have provided clients, many of them Fortune 500 companies, with creative digital media solutions. Our services center around content delivery via CD/DVD duplication, CD/DVD replication, and USB Flash Drives while offering innovative packaging and distribution solutions. Let us work with you - we promise to provide you with effective and unique marketing media products.

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