



**FOR IMMEDIATE RELEASE:
PFAHLERT CREATIVE LABS (THE SILENT P) LAUNCHES
INNOVATIVE NEW WEBSITE**

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HICKORY, NC – Pfahlert Creative Labs (The Silent P), a professional creative design services company located in Hickory, NC, recently launched an innovative new website specially designed to showcase the studio's work and capabilities.

The new site (www.thesilentp.com) features examples of the company's work; a blog where the company's owner, graphic designer Matt Pfahlert, discusses events, publications and presentations featuring his work; a virtual tour of the studio; stories about the company and its work as seen in various news media; downloadable desktop images of the studio's work; and an area where a variety of products featuring the studio's artwork can be purchased.

Pfahlert designed the new website to reflect his personal design aesthetic as well as his work philosophy. "I love experimenting with all aspects of art, including graphic design, typography, photography, illustration, hand lettering, you name it," Pfahlert explained. "It's the same way when I work with clients. Together we experiment with who they are, what they do, what they want, what they need, until we come up with a unique formula that works best for them."

The studio's new website reflects Pfahlert's work philosophy by allowing the viewer to customize how they experience the site. They can collapse or expand certain sections by using plus or minus icons located throughout the site and click through presentation of the work however they like. "This gives the viewer more control over what they see, just as our design process gives the client more control over what the work looks like," Pfahlert said.

Pfahlert Creative Labs is located in The Old Hickory Granary, a former working granary that has been converted to modern office space near downtown Hickory. Owner Matt Pfahlert is a second-generation graphic artist who began working at an early age at his father's ad agency, MCG Group, Inc. in Toledo, Ohio. After working at a screen-printing company and several ad agencies, Pfahlert launched his own creative services business, Get A Clue Design Studio in 2002, which became Pfahlert Creative Labs in 2011. Today Pfahlert Creative Labs offers its clients 22-plus years of professional experience, with creative design services ranging from illustration, collateral marketing materials, book design, poster design and annual report design. In recent years, Pfahlert has also made quite a name for himself in the area of concert poster design for prominent groups including Wilco, Phish and The Black Keys, among many others.

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