

America's Top Mining Photographer Innovates All New Technology For General Motors

Innovation the Order of The Day For America's Top Mining Photographer Kevin Palmer

CHICAGO, ILLINOIS, USA, January 11, 2016 /EINPresswire.com/ -- Canadian Marketing Company, the "Palmer Creative Group" has just released details on their latest innovation in the business - a portable reflector capable of creating studio-like quality in an outdoors environment.

Lead Creative Kevin Palmer, of Thunder Bay Ontario was at a yard sale last summer when an above ground pool frame was selling for \$10. "I didn't know why I was buying it - it looked like really great metal and I had no idea what it might be used for"

Last month, during a rain storm - Palmer got the idea to create a large reflector to suspend over a vehicle imitating the beautiful light that comes from a Chimera system. "I put the pool frame together, then asked a local seamstress to sew together a few table cloths to fit the frame. Then, I asked a local machining company to build me strobe holders that I then drove through the table cloths to the vehicle."

The first test was a resounding success. The lighting was perfect and now Palmer is seeking a creative partner to sponsor the second test - with generators in the outdoors using the rockcuts along the highway as his background. "For a car company, you can't beat this type of innovation. I'm seeing the rocks on the highway backlit as though I was shooting underground - with the reflector above the truck and the whole thing really attracting the attention of the 2 million miners that work in the business. This could be a whole new way of marketing for this target, so exciting."

Palmer, formerly the Executive Vice President of Abitibi Geophysics and the Outdoor Manager for Travel Manitoba - has put together a very [experienced crew](#) of marketing specialists. In Chicago, Gary Cole (Playboy's Photography Director) and Nat Silverman (PR Professional) head up the



Adjusting and tweaking the overhead reflector



The First Test Results from Kevin Palmer, RPM.

creative writing department, while Dan Dionne (Sudbury's Top Mining Photographer) is Palmer's Creative Director and Gary Hu a brilliant design mind looks after the firms' web and design work.

The Group is preparing marketing materials now to attract the attention of a major automobile promoter, a mining supply company and a tourism association - plans to expand to Europe are well underway. For more information on the Palmer Creative Group, visit our site at www.kevinpalmerphotography.com as well as our new site, still under construction at www.palmercreativegroup.com.



Parallel Thinking Required -

To contact Kevin Palmer, Registered Professional Marketer and Chairman of the Canadian Institute of Marketing (ret'd) call 807 473 3648.

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"This kind of innovation will change the way manufacturers promote their vehicles - appealing to specific target markets at will. I'm very proud of this innovation."

Kevin Palmer, Registered Professional Marketer

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