

CLIENT CASE STUDY:

CLIENT: The Baker Company
Integrated Marketing Program

SUMMARY: The Baker Company, Sanford, ME, is an industry leader in design and manufacturing of containment systems used in biological, pharmaceutical and medical applications. Their broad product line requires a highly organized information mapping program ultimately expressed in print, electronic and Web site media for the benefit of customers, sales representatives, international dealers and certifiers.

OffWhite has created an information system that puts feature/benefit information and technical specifications in a parallel format, simplifying sales and support. By applying a practical discipline to a baseline creative effort, while remaining flexible to the promotional needs of the marketing team, OffWhite has minimized creative expenses to focus on content and information deployment worldwide. The results are expressed in an online library available to Web site visitors, as well as a hard copy catalog system designed for easy maintenance and placement tracking.

- SERVICES:**
- Strategic planning
 - Development of product division identity
 - Development of product literature
 - Technical writing and editing
 - Print production and management
 - Electronic media
 - Web site architecture, construction
 - Interactive product tours
 - Ad campaign development
 - Media planning, placement, auditing
 - Exhibit support and visual design

THE BAKER COMPANY

“The OffWhite staff has played a direct role in our strategic and tactical marketing program since 1997. Their investment in product and market knowledge, media and distribution contacts, and their ability to manage our interests over long distances offers us the benefit of their expertise in marketing to life science, pharmaceutical and laboratory industries. As we have grown, OffWhite has continued to expand and improve their own services and project coordination programs to the point that their entire staff is tuned in to the needs of our company. That’s a true partnership and it works for everyone.”

— Phil Lang,
Director of Sales & Marketing
The Baker Company



General Catalog (ring-binder and slipcase)



eRelease™ Direct Mail

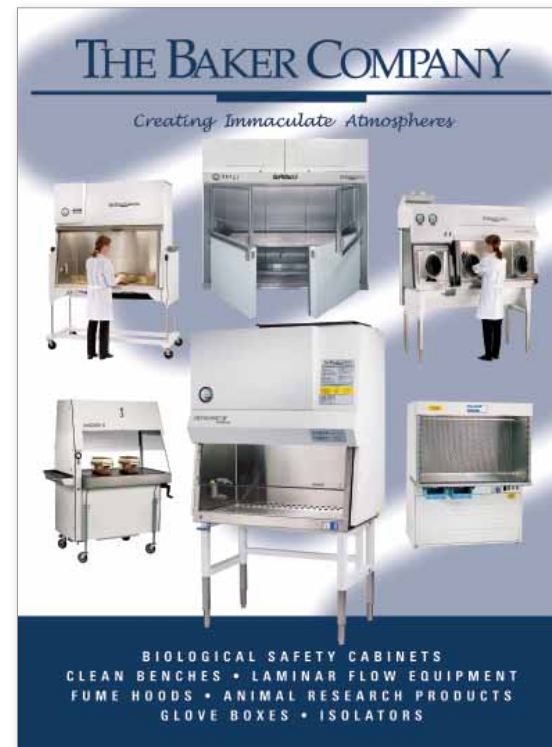


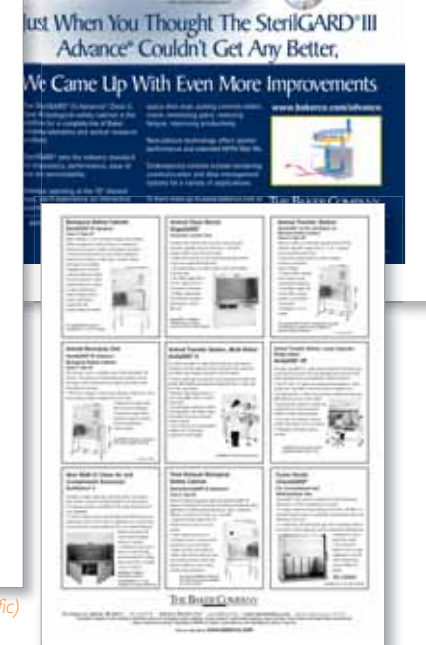
Exhibit Graphic



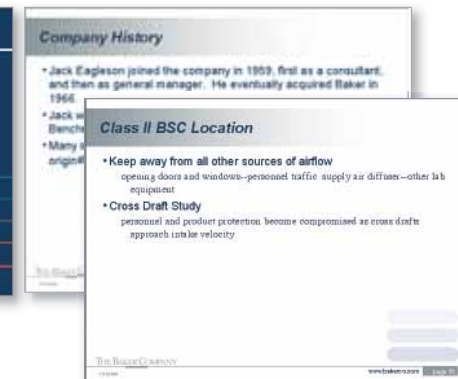
Print Ad Series (product specific)



Print Ad Series (product specific)



Print Ad Series (9-panel product ad)



Powerpoint Show (template)



Page from General Catalog



NSF Guide to BSCs Spreadsheet (part of General Catalog)



Web Site



OffWhite Salter LLC
WWW.OFFWHITESALTER.COM