

CLIENT CASE STUDY:

**CLIENT:** Sunpower, Inc.  
Integrated Marketing Program

**SUMMARY:** Sunpower, Inc. is an innovative developer of free-piston Stirling engines, coolers and cryocoolers and linear compressors. Some applications include ancillary equipment on satellites, home heating units, liquid-oxygen production and high-efficiency refrigeration compressors. Sunpower customers include NASA and other federal agencies and universities and research and development units of leading global companies.

Sunpower sought OffWhite's technically-knowledgeable branding and communications expertise for an integrated marketing approach. OffWhite provided Sunpower with a corporate identification remediation program followed by an integrated revision of Web site and collateral communications materials as well as conference and trade show visuals.

- SERVICES:**
- Technical writing and editing
  - Web site development, standards and practices
  - Ed.it™ browser-based content management system
  - Site analytics and traffic management system
  - Technical information library platform
  - Collateral tools
  - Exhibit design



“OffWhite is a proven and dependable resource for the Sunpower management team. OffWhite’s experience with technology companies, and their consistent long-term service with us, ensures rapid response to our communications needs. OffWhite’s work is an integral part of our global image.”

— Faith Knutsen,  
Director of Contracts, Export & Administration  
Sunpower, Inc.



Trade Ad



Logo and Corporate Identity Materials



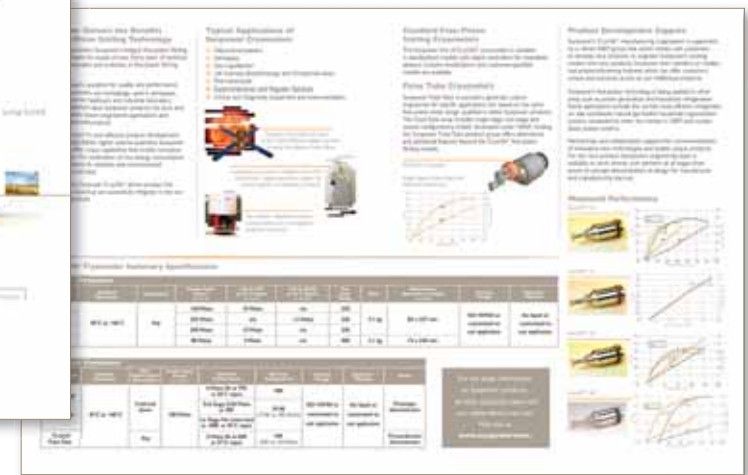
Web Site



Tradeshow Literature Handout



Product Brochure



Product Brochure



OffWhite Salter LLC  
WWW.OFFWHITESALTER.COM