

CLIENT CASE STUDY:

CLIENT: Lindberg/Blue M  
Integrated Marketing Program

**SUMMARY:** When General Signal Corporation, Asheville, NC acquired one of America's best known manufacturers of premium laboratory ovens and furnaces, OffWhite was retained to build the marketing tool kit to support in-house sales, direct field sales staff, and leading laboratory distribution companies. Using the firm's Aud.it™ discovery process, OffWhite developed a detailed product map which yielded primary and secondary categorizations, complete with available options, accessories and control system configurations. Through the process of information mapping, and working closely with engineers and product managers, OffWhite produced a technical sales program to inform and educate sales people as well as end-use customers. All mapping, technical writing, catalog theory, selection charts, performance graphics and production were produced by OffWhite, including a complementary Web site with resources on product specifics, applications and model-specific accessories to simplify quotations and ordering.

- SERVICES:**
- Project planning and management
  - Information mapping
  - Technical writing
  - Graphical expression of performance and uniformity
  - Graphic design
  - Web site design, development and management
  - Trade publication advertising

# LINDBERG/BUE M

“Lindberg/Blue M sales tools were so well constructed that laboratory supply dealer product managers were able to use copy and component materials verbatim for publication in their master distributor catalogs and Web sites. Because this made their job easier, they gave the Lindberg/Blue M brand much needed catalog space in a highly competitive market. OffWhite managed to condense a large amount of information into a highly compact, easily accessible format, with parallel construction among the catalog suite and from one product line to the next.”

— Name By Request  
Product Manager, Lindberg/Blue M



Catalog, Ovens, 16 Page Catalog



Catalog, Furnaces, 36 Page Catalog



Product Literature



Web Site



OffWhite Salter LLC  
WWW.OFFWHITESALTER.COM