

# brand development

## Prater Industries Airlocks Division

Heavy industries often place the product ahead of the marketing message, but to Prater Industries, a 50 year old manufacturer in the Powder and Bulk Solids industry, marketing meant sales success.

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The company was producing in-house materials, but faced a growing competitor which had made a change to a market driven plan. The competitor was growing faster than the marketplace and in so doing, had recruited more sales professionals throughout the U.S. to support the plan.

We produced a redesigned website, with online documentation, specifications, configurators and quotation tools. We then moved to print, producing specification manuals, and a corporate capabilities brochure the for the full line of merchandise.

