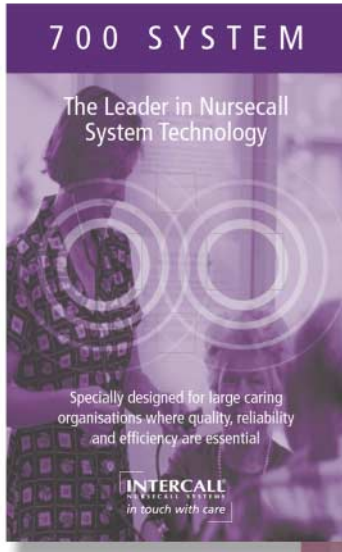


Case Study

Lismore Instruments Limited

Sector: Electronics, Manufacturing
Market: Hospitals, Nursing Homes, Prisons



Background

Lismore is a leading electronics manufacturer specialising in the provision of personal attack alarm systems and call systems for hospitals and residential premises applications.

Objectives

The initial requirement was to create a striking new series of advertisements for the two leading products - the Guardian personal attack alarm and the Intercall Nursecall System.

Solution

Shere created a new series of advertisements that lead to the production of graphic display panels and literature following the same design theme.

Results

The client has continued to find all the materials highly successful in use.

Target audiences of specifiers, security managers, administrators, residential and care home managers and owners all now understand the Lismore message and product ranges.

