

# Case Study

## Tinius Olsen

**Sector:** Materials testing

**Market:** Polymers, Textiles, Metals, Medical, Food



**Materials Testing - for metals**

- Test Development**  
New materials and changing markets mean we are continually developing new test methods with our application and testing software: meeting the needs of our industry based requirements.
- Test Equipment**  
Our range of equipment can test for strength, yield stress (proof stress), elongation (N value), impact (falling weight), ductility, Charpy impact.
- Test Support**  
Providing you with our UK plus regional support systems, means less downtime, less expense and better profitability.

Section of brass rod being tested in a Model 60 Saper L (300kN) and an averaging LVDT extensometer.

**HT HOUNSFIELD TEST EQUIPMENT LTD.**  
A Tinius Olsen Company

For more information on how we can help you, contact us in the UK on +44 (0) 1737 790001 or in the USA on +1 215 675 7100 or check out our website on [www.tiniusolsen.com](http://www.tiniusolsen.com)

**Materials Testing - for packaging**

**Compression test on plastic bottles to verify the strength of the bottle neck**

- Test Development**  
New materials and changing markets mean we are continually developing new test methods with our application and testing software: meeting the needs of customers, industry bodies and standards organisations world-wide.
- Test Equipment**  
Our range of high-precision equipment can test paper, cardboard, flexible plastics etc. - checking for tensile strength, stretch, burst, puncture, top-load, crush, peel, tear, drop impact and both dynamic and static friction.
- Test Support**  
Providing servicing and calibration with our UKAS-accredited engineers, plus operating quality approved support systems, means less downtime, less expense and better profitability for our customers.

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**Tinius Olsen**

### Background

UK arm of American manufacturer of materials test and measurement equipment and software.

### Objectives

There was initially appointed in 2001 to maintain the profile of the company and customer awareness of its products in the United Kingdom. Later, in 2003, There was involved in devising and implementing a communications strategy to deal with the transition of the company name from Hounsfield Test Equipment to that of its American parent company, Tinius Olsen.

The key objectives were to maintain the equity associated with the existing brand and minimise the potential loss of business to competitors arising from uncertainty during the changeover.

### Solution

The original programme comprised regular distribution of news releases, placement of articles and production of a newsletter and other direct mail items. There also assisted with the development of the company's in-house telemarketing.

The level of communication was enhanced during the transition period and supplemented with an advertising campaign that began using the old name and then evolved into the new identity.

### Results

The company has maintained market share over competitors despite tough market conditions and the change from what was a widely recognised and respected brand in the UK and European markets. It is anticipated that market share has consolidated and will grow in 2004.



**LOADING UP FOR STATIC TESTING**

An innovative fully hydraulic static testing machine from Hounsfield Test Equipment offers increased accuracy and stability when testing high strength materials with loads above 100kN.

These quality aluminium or steel cells, designed by Hounsfield Test Equipment, are built to last in a laboratory environment. They hold their shape under static loading, ensuring hydraulic stability and high accuracy throughout the test. The machine's design allows for a wide range of test methods, including tensile, compression, and shear testing. The machine's design allows for a wide range of test methods, including tensile, compression, and shear testing.

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**The Standard**

**When testing really counts...**

In recent years this has happened before and now it's back in a growing list of 'Standard' (Houssain Equipment).

Thanks to an active team, Houssain and its staff are the best in the business, which is why it's the go-to for all things testing. It's the only company that can provide you with the right equipment for your testing needs. It's the only company that can provide you with the right equipment for your testing needs. It's the only company that can provide you with the right equipment for your testing needs.

**Tempo Oven** **HOUSSAIN**

**A question of standards**

**The Standard goes international**

**Web of intrigue...**

**Smoothing out the bumps**

**Diary dates - Where to see us this year**

Date	Event	Location
Apr 9-10	Exhibition	Exhibition Centre, London
Apr 11-12	Exhibition	Exhibition Centre, London
Apr 13-14	Exhibition	Exhibition Centre, London
Apr 15-16	Exhibition	Exhibition Centre, London
Apr 17-18	Exhibition	Exhibition Centre, London
Apr 19-20	Exhibition	Exhibition Centre, London
Apr 21-22	Exhibition	Exhibition Centre, London
Apr 23-24	Exhibition	Exhibition Centre, London
Apr 25-26	Exhibition	Exhibition Centre, London

**Client comment**

“There has made a significant contribution to the success of our marketing effort in the UK and Europe. They have an excellent understanding of our markets and customers and this is reflected in the way they write the press material distributed on our behalf. The media coverage they achieve has an undoubted influence in the market place.

The agency has also helped us to win sales by providing telemarketing training for staff. There has developed and produced our regular newsletter and direct mail items, both of which reflect a professional style and design and are highly regarded by customers and potential customers. It is a pleasure to work with Shere. The staff are friendly and accessible and are always ready to advise, plan and execute work to meet our objectives.”

**Martin Wheeler**  
Marketing Director