

# Case Study

## West Temperature Control Solutions

**Sector:** Manufacturers of controllers, profilers and indicators for industry

**Market:** Electronics, OEMs and manufacturing equipment users in the process industries, worldwide



### Background

West Instruments is the UK subsidiary of the USA-owned Danaher Corporation Industrial Controls Group. It has responsibility for marketing its own products in Europe and the Far East as well as marketing badge-engineered versions of these products for sister European companies Hengstler and Partlow.

### Objectives

Initially Shere was asked to create a mailer for the company's new Multiple Loop Controller, a device that was more responsive, flexible and compact than the alternatives. The original mailer in English was followed by versions printed in French, German and Italian.

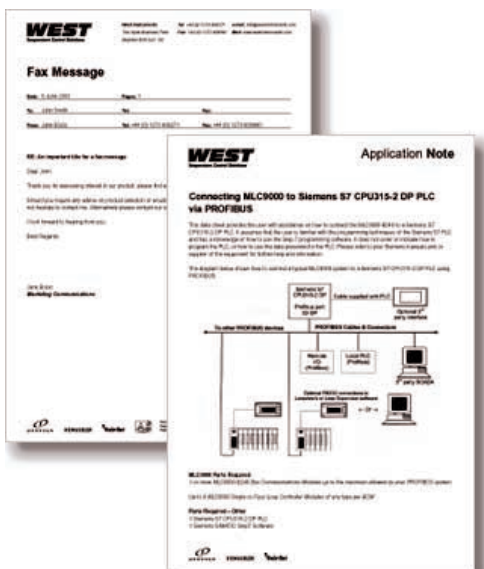
Perhaps the most important project was to update the existing West brand identity. The challenge was to produce a result that was not too distant from the existing logo yet reflected the company's image as a leader of technical innovation.

### Solution

Shere's review of the West brand concluded that there was a need for a significant change in the use of the West name and in colour and visual styling. The resulting recommendations led to a creative development to update the brand.

Subsequently Shere was commissioned for several brochures and product leaflets, often produced in various languages. The work has included extensive studio photography of products with many of these images being digitally manipulated to each display West, Partlow and Hengstler logos.

Shere has also fulfilled a range of their marketing activities, each carrying forward the new identity. These have included the production of digital animated promotional material for the West web site (so-called Flash Movies) and a new range of technical literature.

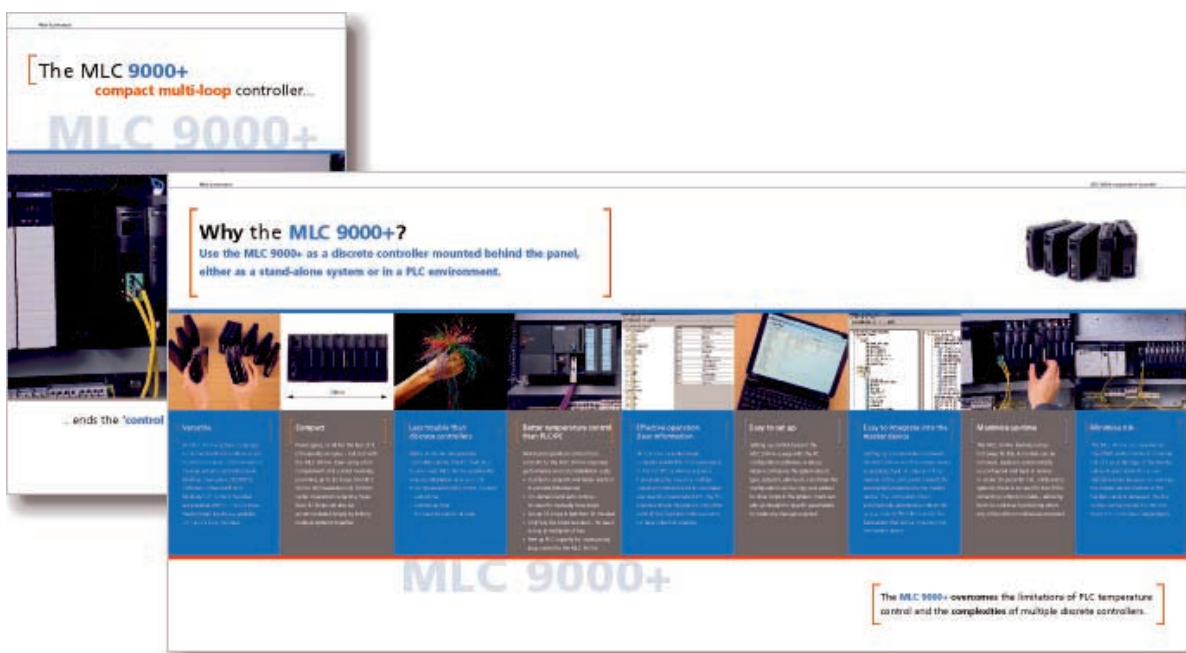




## Results

West now has a distinctive and modern identity. This has been combined with a fresh approach to its literature that retains all the necessary technical information but makes more effective use of images and copy writing to highlight the key features and benefits of the products.

The overall effect is to distinguish the products from those of competitors and raise their perception by the market above that of a simple commodity item to be compared on price alone. The technical innovation of products is demonstrated in a clear and compelling style.



## Client comment

“Shere really got under the skin of our products – which is unusual for marketing companies. They really understand B2B industrial-type products. We only have to brief them once and they design and produce attractive literature highlighting the important features distinguishing our products from those of competitors.

Their evolution of our corporate brand has also been highly successful, retaining the equity of our previous logo but giving it a contemporary look that is essential for the electronics market.”

**Dean Smith**

Marketing Director