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Collateral and Product Sales Literature



SMC is a leader in the development and production of pneumatic actuators, valves, linear motion devices and control systems for a wide range of advanced robotic manufacturing environments.

In an effort to streamline the structure of their product offering, SMC



outlined a strategy to define core products in an integrated system form, titled "Z Products". In the initial situation analysis and project definition, a comprehensive out-

line of each product and category was defined and integrated into a series of collateral components. Special attention was given to the preparation of technology statements and feature/benefit sets for each product group.

The culmination of effort was a series of 11 product brochures, additional support collateral and a national trade advertising campaign. The design process included the

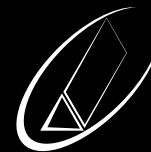


Highlight:

Supplying tools which have a significant impact on the way a sales force interacts with their customer base is always a marketing goal.

While the "Z Products" line contained over 3000 individual product configurations, it is only a fraction of the 30,000 discrete products in the overall SMC product offering.

The goal of the collateral program was to distill the amount information provided to the customer and focus on broad feature sets with infinite customizable potential.

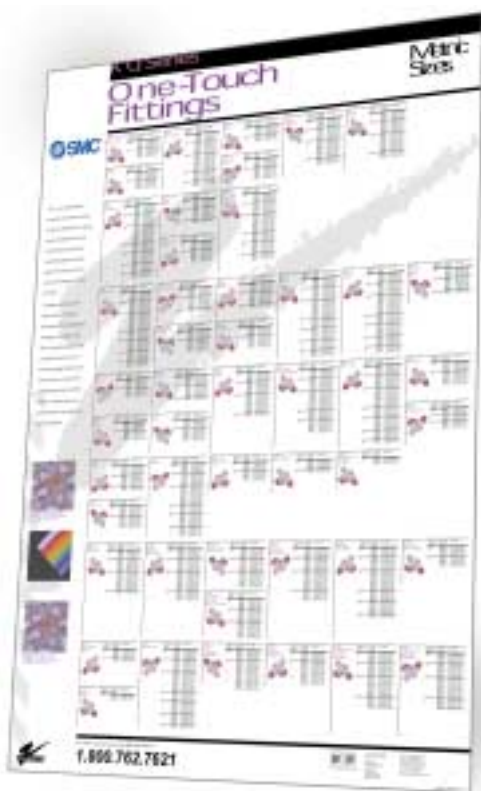


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development of a series of styles for charts, graphs and diagrams which clearly and concisely illustrated performance issues.

Mechanical and technological aspects of each of the various products was represented by a consistent technical illustration style. Color coding was used to assist in the delineation of both product categories and layers of system functionality.

In addition, Prism Design Group worked closely with technical and engineering staff in the outline and focus of content, writing the final text for engineering review. The focus of the content was specifically



benefit oriented, with a concentration on cross-selling the product line as a comprehensive, integrated solution. This approach was re-enforced by a change in the emphasis of the sales training

process to a more consultive, problem-solving relationship building focus.

The program included:

- Program Planning
- Information Design
- Product Collateral
- Field Sales Tools
- National Advertising.



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