

CLIENT:

Revco Scientific
Integrated Marketing
Program



PROJECT SUMMARY:

Revco Scientific (now Revco brand, Kendro Laboratory Products) remains the worldwide leader in design and manufacture of high performance laboratory refrigeration products including ultra-low temperature freezers, refrigerators and blood storage products. Prior to its acquisition by Kendro, Revco private label products were sold under the Harris, Puffer-Hubbard, Queue, Fisher, VWR and Allegiance brands.

Throughout a 13-year consulting agreement, OffWhite participated in nearly every part of the company's multiple brand management programs, including product launches in support of international distributors, national laboratory supply dealers, independent sales representative companies and direct sales managers.

As a result of OffWhite's experience with Revco and other leading laboratory equipment manufacturers, OffWhite maintains a critical presence in the life science and clinical laboratory instrumentation markets.

SERVICES:

- Strategic planning and channel distribution development
- New product development
- Information mapping
- Intellectual property library establishment
- Training and education programs
- Technical writing
- Product branding and brand management
- Sub-component and ingredient branding and differentiation- *The Future, Inside; Legaci; IntrLogic; and Cryostar*
- Literature, direct mail and collateral development
- Trade ad, media and public relations development
- Web site architecture, development and intranet toolbox design
- Animation and interactive sales tools
- Exhibit design and staffing

“When Revco management acquired the company in a leveraged buyout from the Rheem Corporation, OffWhite was retained to manage all marketing and technical communications directed to laboratory supply dealers worldwide. Concurrently, the OffWhite team helped Revco build the marketing mix for newly acquired product lines from Harris Manufacturing, Queue Systems and Puffer-Hubbard Refrigeration, maintaining individual brand equity, and helping us manage complex multiple channel distribution programs around the world, both through our own brands as well as private label alliances. This orchestration of marketing programs helped us dramatically grow the company in new product development, gross revenue and profits.”

— Mike Brown, Director of Marketing
Revco Scientific



Industry Publication
Ad Development



Logo and Branding Development



Performance Icon Development



Ultra-Low Temperature and Cryogenic Freezers Brochure, (24-Page plus sample spreads)



Laboratory Refrigerators and Freezers Brochure, (24-Page plus sample spreads)



Animated Refrigeration Schematic

Folder and Brochure Development

Visit our web-site at
www.revco-sci.com



Laboratory Freezers, Refrigerators and CO2 Incubators

Web Site (design and architecture)



www.offwhitesalter.com