

A background image of a person in a business suit working on a laptop. The image is overlaid with various data visualization elements: a large red downward-pointing triangle at the top center, a large grey upward-pointing arrow on the right side, a dashed line with circular markers, and a bar chart at the bottom. The overall color palette is a mix of blues, greys, and oranges.

ACCELERATING GROWTH WITH BRAND POWER.

The logo for Delia Associates, featuring a red diamond shape above the text.

delia
associates

Fast Facts

1964

Whitehouse, NJ

2nd Generation

14 Humans. 1 Bichon.

B2B Brand Experts.

Longest Client @ 30.

Top Ten Average 10.8 Years

27 Months. 37 Awards.



ACCELERATING GROWTH WITH BRAND POWER.

- 1. Understanding Brand** (Context)
- 2. Planning for Success** (Strategy)
- 3. Marketing-to-Growth** (Tactics)



OUTCOMES

Connect Dots
Affirmations
New Learning



1.
**UNDERSTANDING
BRAND**

Ready.

Terms.

Construction.

Why Should I Care?

1. Understanding Brand: Terms

A **BRAND** IS...

UNIQUE

Unique
Entity

Unique
Offering

Unique
Audience

UNIQUE: Unlike anything else.

Modern Packaging Masterpiece.



UNLIMITED CREATIVITY

Stick packs are your brand canvas for amazing, eye-catching graphics. They can be decorated from top to bottom with dynamic designs, multi-dimensional effects, vibrant colors, photos, and more.

PRECISE

Dosing accuracy and safety are important reasons why stick packs are a smart choice for dispensing pharmaceuticals, nutraceuticals, OTC medications and personal care products.

Stick Pack's innovative shape and contemporary design combine with unlimited decorating possibilities to create a true work of packaging art.



Form follows function making Stick Pack a favorite among today's highly mobile consumers. They're an outstanding choice for extending or expanding your product line. And with next-generation advancements in film technology virtually anything that can be contained in a rigid package can be offered in a Stick Pack.

Gateway to Global Packaging Solutions

800.322.8436

About Contract Packaging Packaging Machinery Technologies Gallery News & Blog Contact

The Stick Pack Authority

T.H.E.M., the stick pack authority, has helped put America's leading brands into convenient, portable single-serve flexible stick packaging.

READ MORE

Your gateway to global packaging innovation.

T.H.E.M. (Technical Help in Engineering and Marketing) is best known for commercializing Sanko Stick Packaging in the USA. As The Stick Pack Authority, T.H.E.M. has helped put America's leading beverage brands in this form of single-serve packaging, a perfect complement to bottled water for 'on the go' consumers of all ages. Working in conjunction with Power Packaging, an Exel Company, T.H.E.M. offers a comprehensive array of services for your brand, including initial concept development and full-scale national or global stick pack production.



THEM NEWS

PACKAGING SYSTEM SOLUTIONS

ISSUE 1 • APRIL 2011

Stick Pack

T.H.E.M. Flexible Stick Packaging and Brett Favre Help Invigorate Launch of New Energy Product from Aedan Pharmaceuticals

Aedan Pharmaceuticals of Lansdale, Pennsylvania, had the product: XRP – a rapidly dissolving powder energy formula that is delivered direct-to-mouth, tastes good and, because of its microencapsulated, powder form, provides a steady "time-released" energy.

They also had NFL superstar Brett Favre as the product spokesperson.

The Stick Pack Authority

Gateway to Global Packaging Solutions



1. Understanding Brand: Terms

BRANDING IS...

Consistent application across all touchpoints.





RideWise

Let's go![™]

Carpooling & Ridesharing Solutions for Somerset County





Carpooling & Ridesharing
Solutions for Somerset County

908.704.1011
908.704.1494

Donna Allison
Executive Director

360 Grove Street
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ridewise.org



Carpooling & Ridesharing
Solutions for Somerset County

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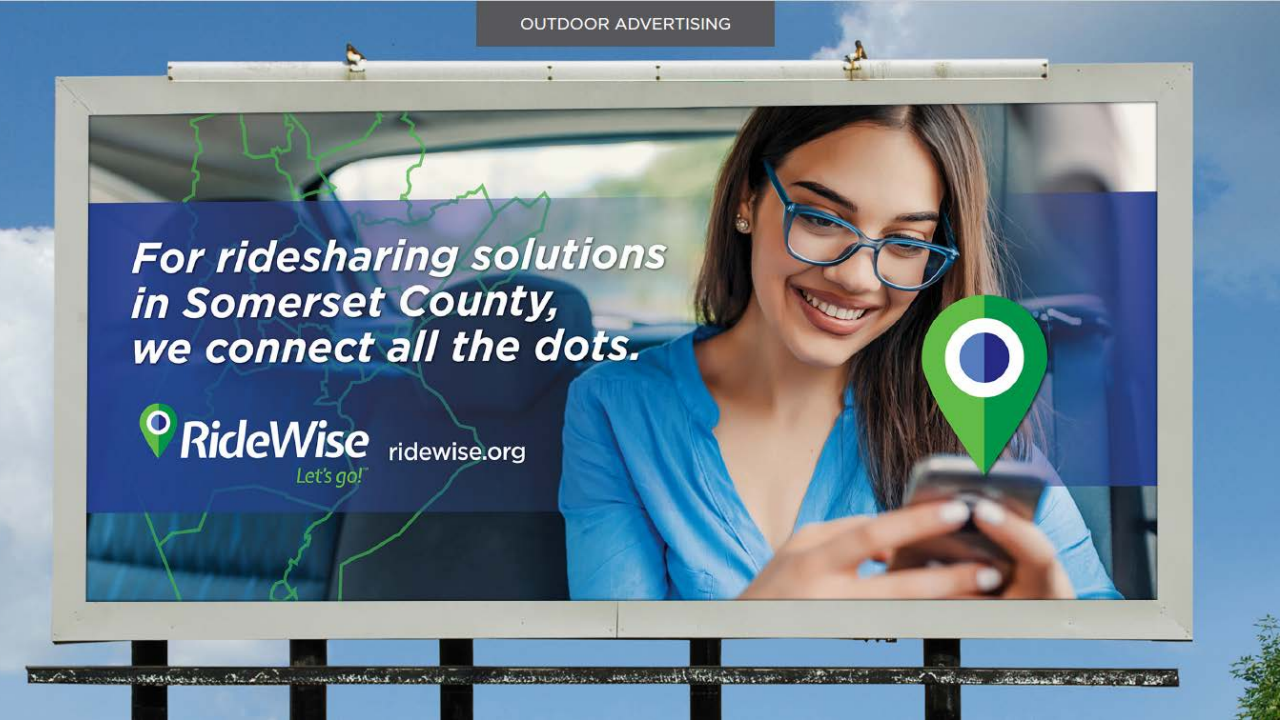
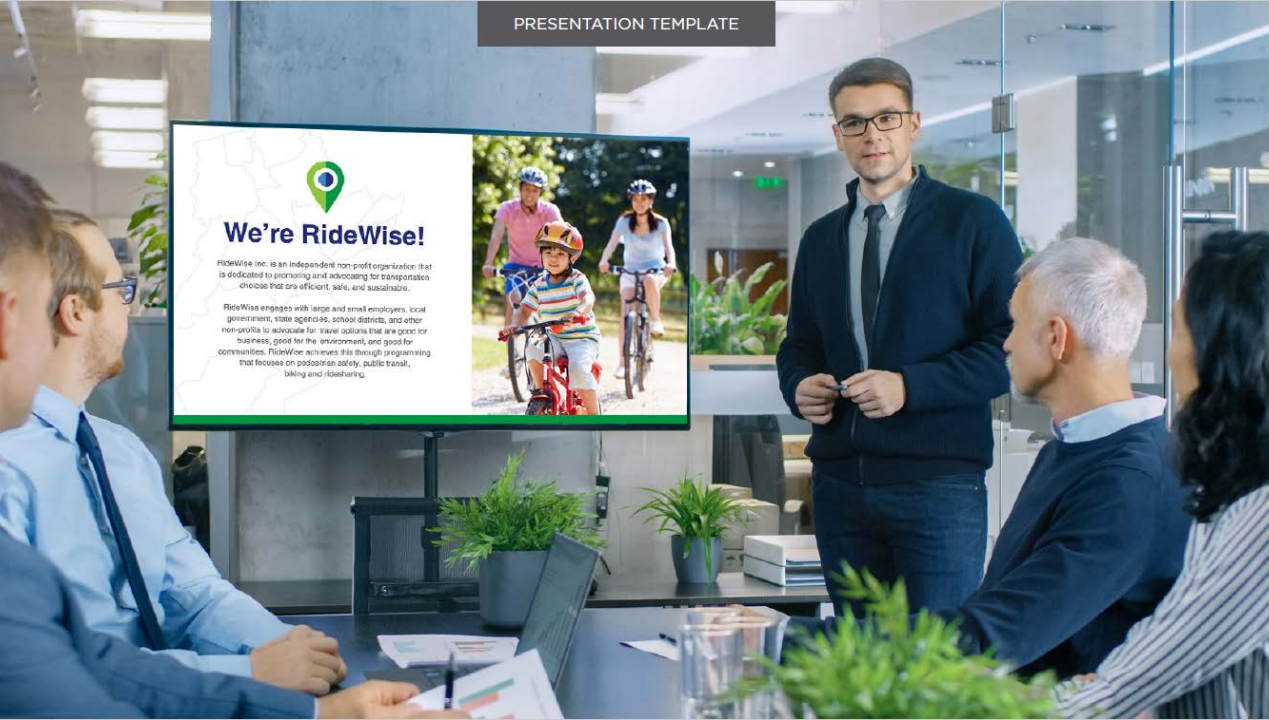
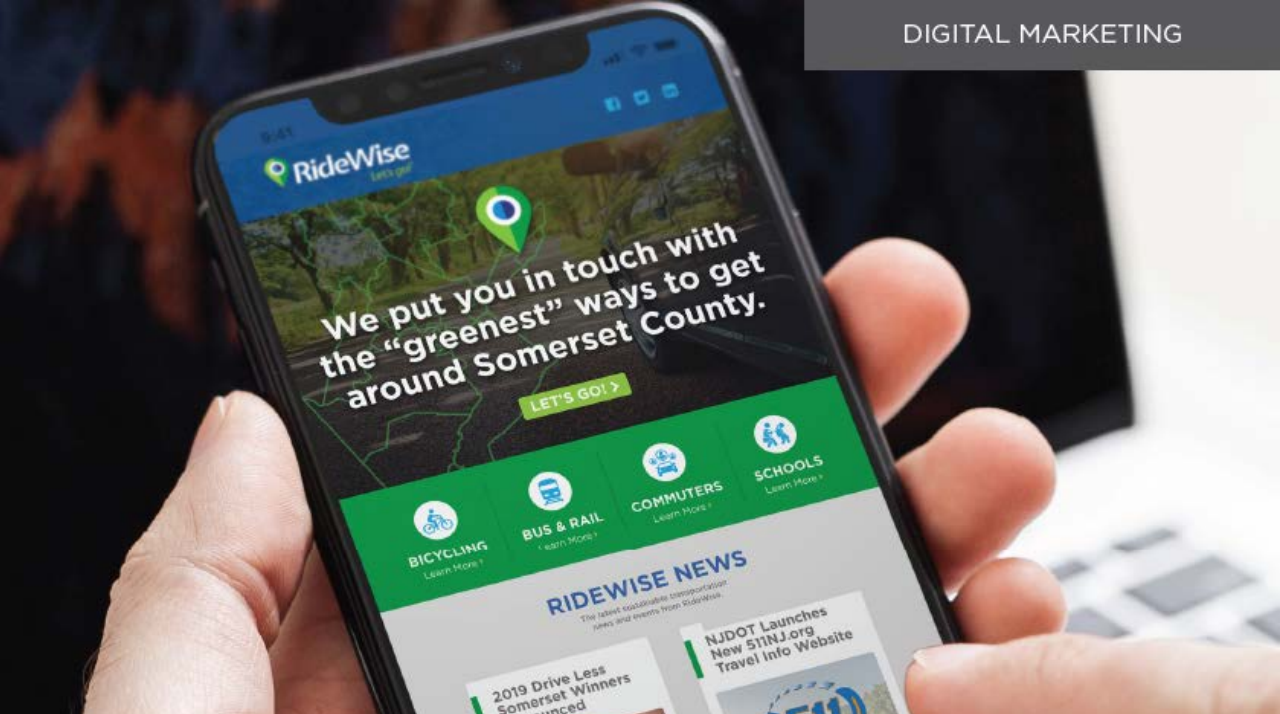
Carpooling & Ridesharing
Solutions for Somerset County

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1. Understanding Brand: Terms

MARKETING...

Actions brands take to start or strengthen a prosperous relationship.



SALES...

Actions brand ambassadors take to convert a relationship into a new or repeat client.



**MARKETING...
SALES...
BRAND...
BRANDING...**

1. Understanding Brand: Terms

BRAND DEVELOPMENT...

The purposeful creation of distinct brand positioning, messaging, and style to engage ideal audiences on an emotional *and* functional level.



BRAND
LEADERSHIP
SOLUTION®

DISCOVER

Internal Discovery
External Discovery
Competitive Analysis
Key Insights

DEFINE

Brand Personality
Brand DNA
Brand Value Proposition
Brand-Customer Connection

DIFFERENTIATE

Brand Messaging
Graphic Standards + Imagery
Engagement Methods
Creative Concepts

DEPLOY

Brand Foundation +
Engagement
New Customer Acquisition
Customer Expansion
Customer Buying Frequency

BRAND
LEADERSHIP
SOLUTION[®]





**BRANDING WITHOUT
BRAND DEVELOPMENT**

1.
**UNDERSTANDING
BRAND**

Ready.

Terms.

Construction.

Why Should I Care?

1. Understanding Brand: Construction

Logo Mark
Descriptor
Brand Statement
Visual Assets
Brand Messaging
Identity System

FORTA CORPORATION
Concrete Fiber Mfr.

1. Understanding Brand: Construction

Logo Mark

Descriptor

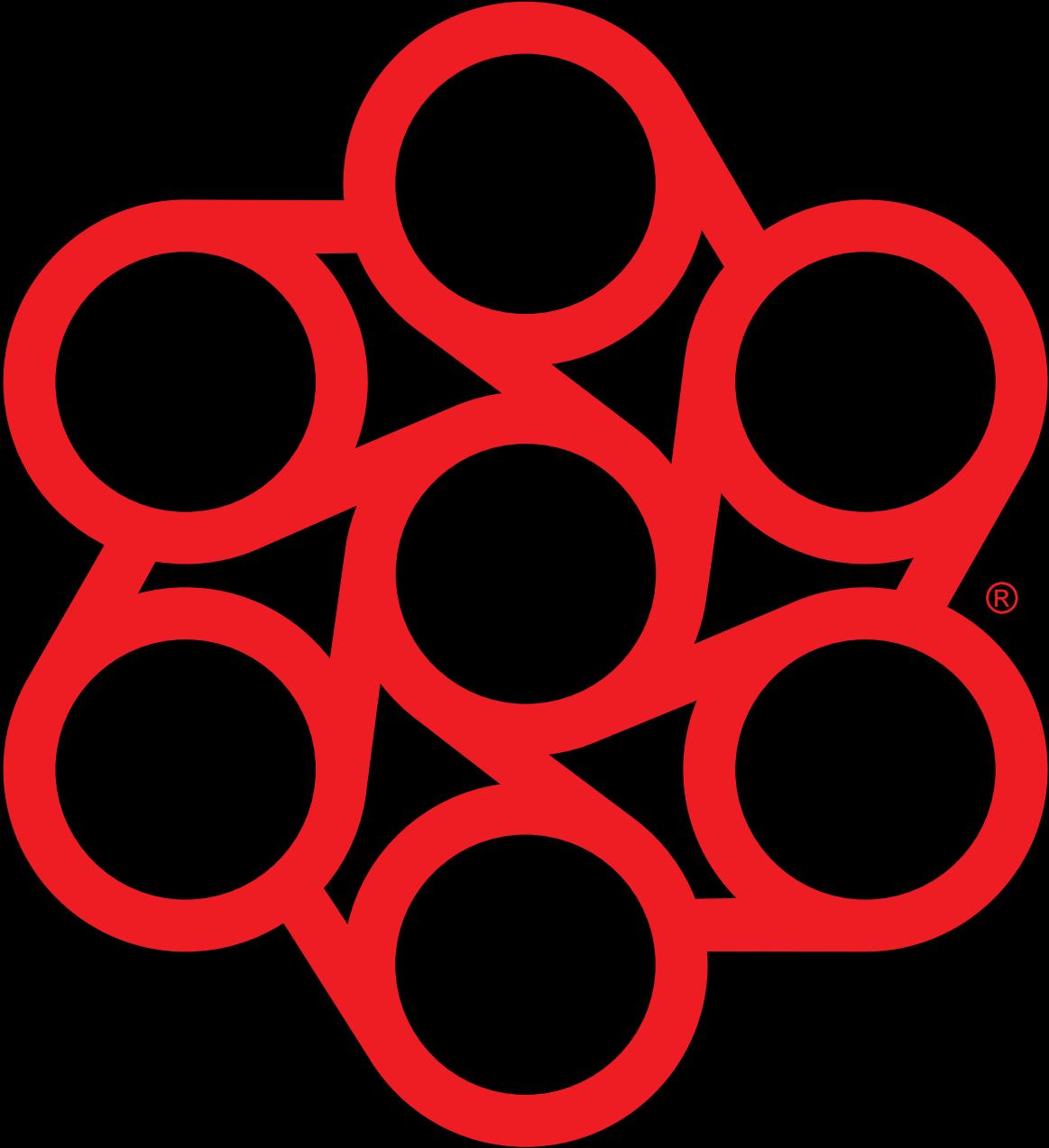
Brand Statement

Visual Assets

Brand Messaging

Identity System

FORTA[®] 





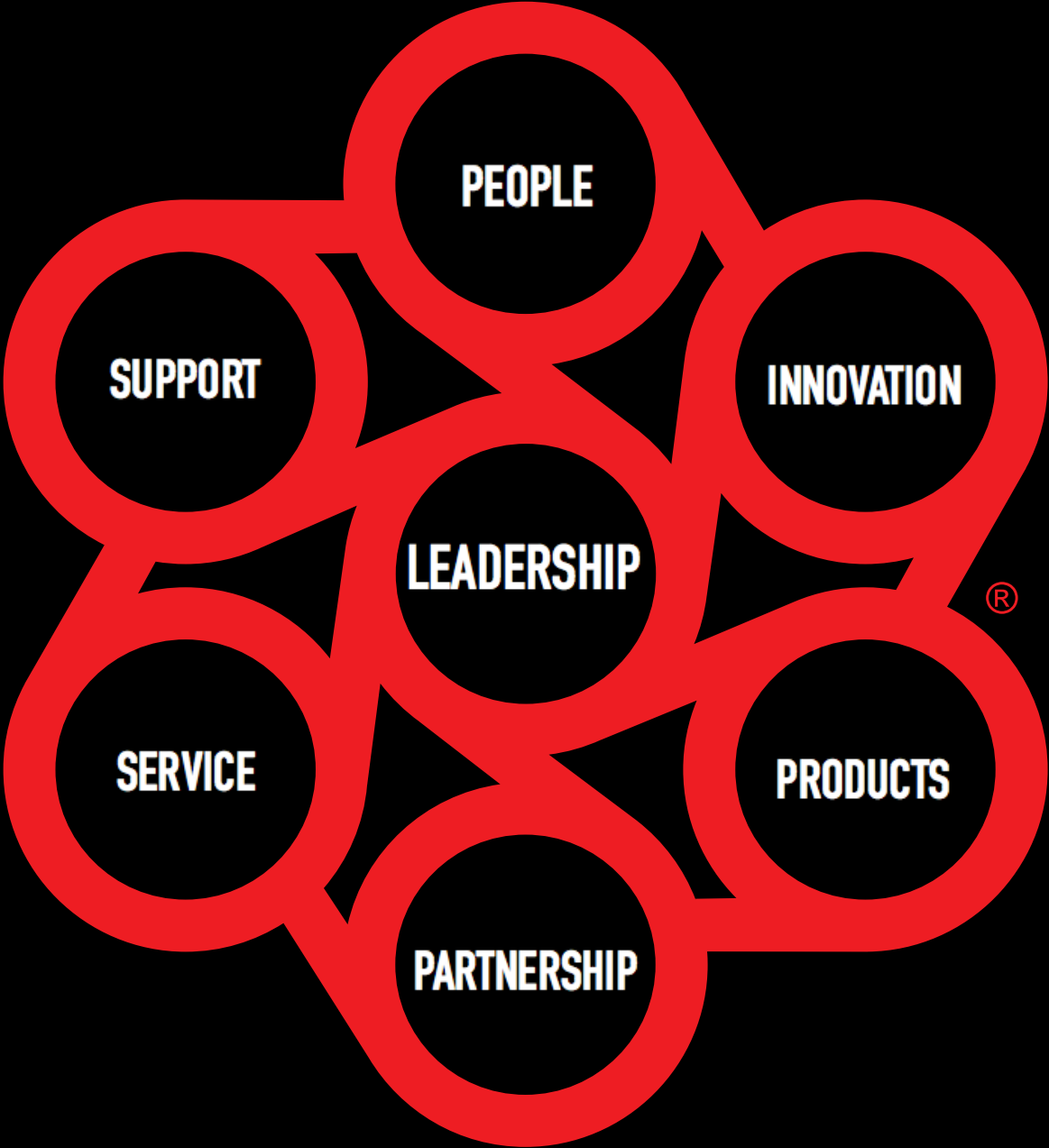
THE FIBERS®



THE PEOPLE



CIRCLES OF STRENGTH[®]



1. Understanding Brand: Construction

Logo Mark
Descriptor

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Visual Assets

Brand Messaging

Identity System



FORTA[®] 
CONCRETE FIBER

1. Understanding Brand: Construction

Logo Mark

Descriptor

Brand Statement

Visual Assets

Brand Messaging

Identity System



FORTA[®] 
CONCRETE FIBER
STRONGER LASTING[™]

1. Understanding Brand: Construction

Logo Mark

Descriptor

Brand Statement

Visual Assets

Brand Messaging

Identity System



1. Understanding Brand: Construction

Logo Mark
Descriptor
Brand Statement
Visual Assets
Brand Messaging
Identity System



It's designed to stand the test of time.
Our innovative products do the same.

FORTA[®] 
STRONGER LASTING™

1. Understanding Brand: Construction

Logo Mark

Descriptor

Brand Statement

Visual Assets

Brand Messaging

Identity System



Of all the bonds we form,
none is more important.

FORTA[®] 
STRONGER LASTING™

1. Understanding Brand: Construction

Logo Mark
Descriptor
Brand Statement
Visual Assets
Brand Messaging
Identity System

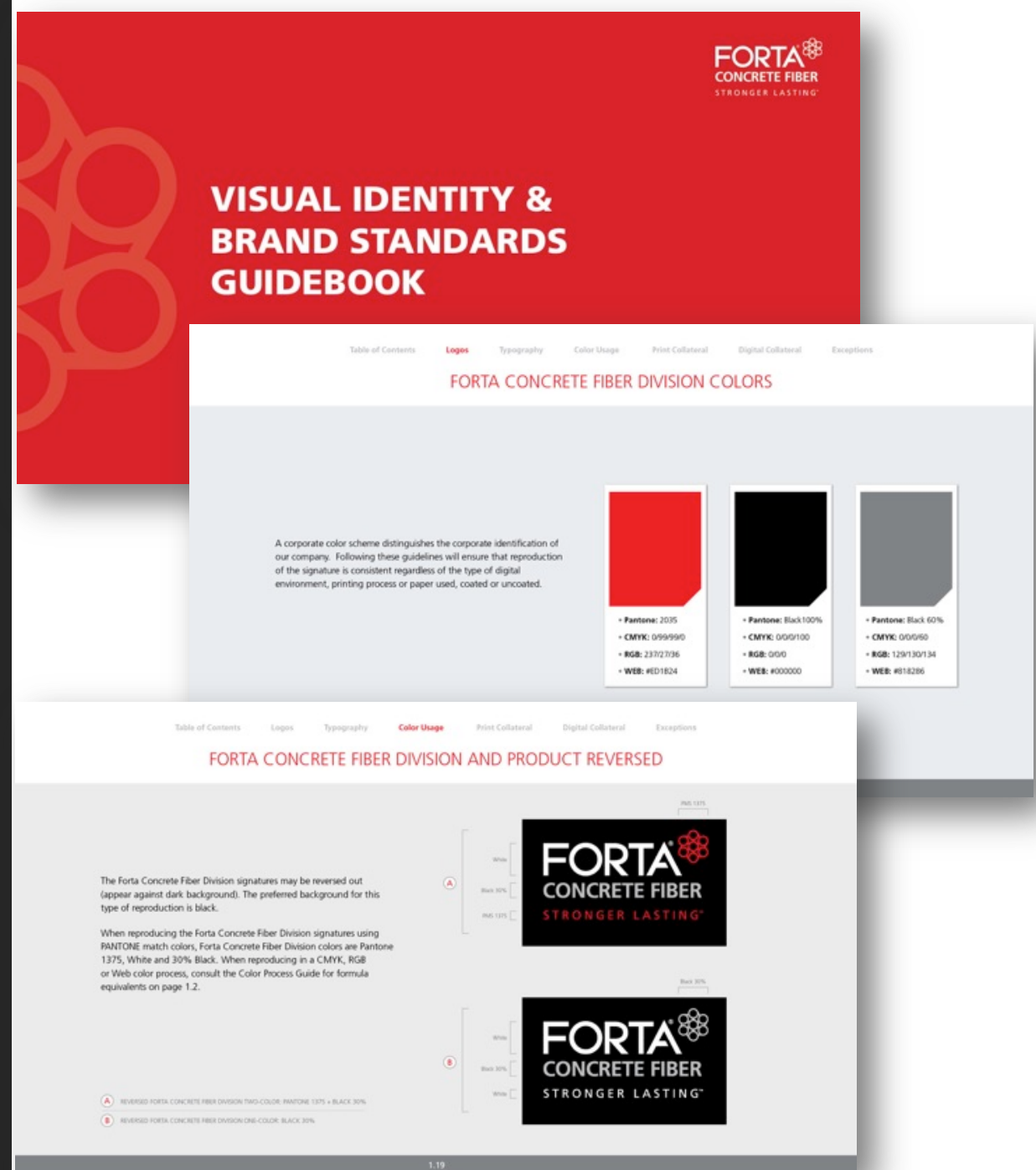


Unfortunately, we weren't around
when it was built.

FORTA[®] 
STRONGER LASTING™

1. Understanding Brand: Construction

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1. Understanding Brand: Construction

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Identity System



1. Understanding Brand: Construction

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Brand Messaging
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1. Understanding Brand: Construction

Logo Mark
Descriptor
Brand Statement
Visual Assets
Brand Messaging
Identity System



Solution

SUB-HEADLINE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus et nunc quis nibh molestie pellentesque eu eu eros. Vivamus gravida rutrum imperdiet. Mauris blandit, nunc id hendrerit tempus, ex neque finibus quam, nec sagittis elit felis vel elit. Quisque ex orci, scelerisque et congue at, molestie at elit. Morbi condimentum pulvinar finibus.

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet



Product Advantages

SUB-HEADLINE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus et nunc quis nibh molestie pellentesque eu eu eros. Vivamus gravida rutrum imperdiet. Mauris blandit, nunc id hendrerit tempus, ex neque finibus quam, nec sagittis elit felis vel elit. Quisque ex orci, scelerisque et congue at, molestie at elit. Morbi condimentum pulvinar finibus.

Mauris blandit, nunc id hendrerit tempus, ex neque finibus quam, nec sagittis elit felis vel elit. Quisque ex orci, scelerisque et congue at, molestie at elit.

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

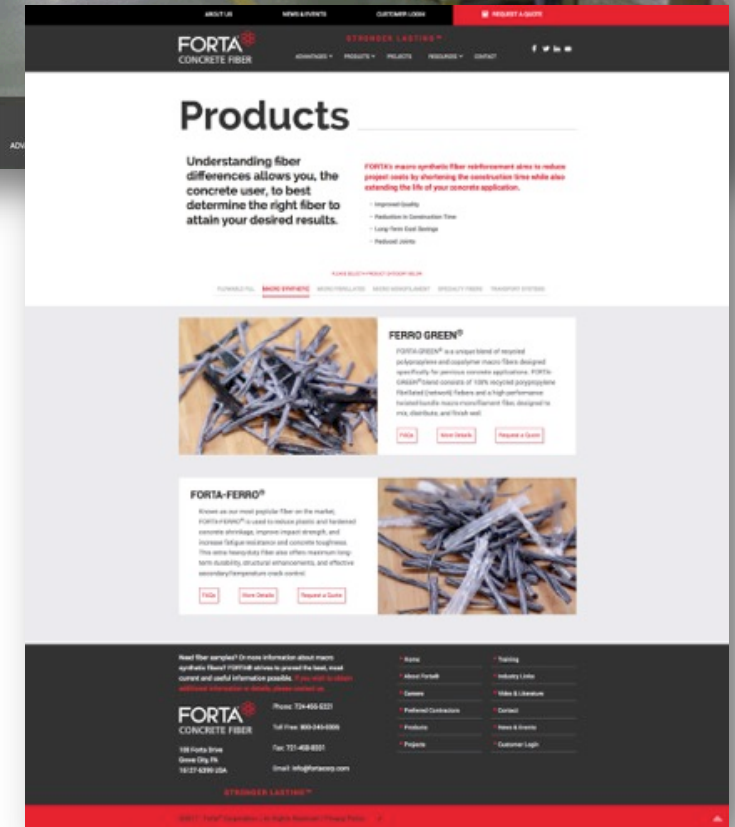
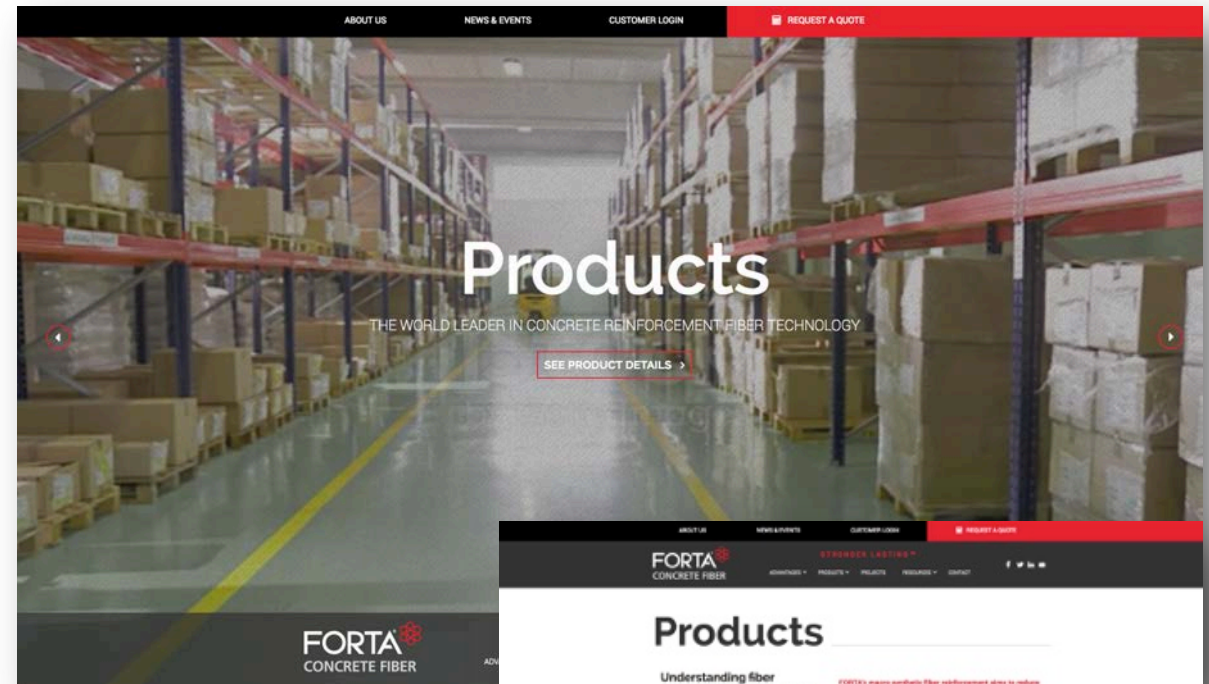


ADDITIONAL PRODUCT DETAILS

- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet

1. Understanding Brand: Construction

Logo Mark
Descriptor
Brand Statement
Visual Assets
Brand Messaging
Identity System



1. Understanding Brand: Construction

Logo Mark
Descriptor
Brand Statement
Visual Assets
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Identity System



1.
**UNDERSTANDING
BRAND**

Ready.

Terms.

Construction.

Why Should I Care?

1. Understanding Brand: Why?

Emotion

Consistency

Distinction

For Brands that Lead with Emotion, buyers are more likely to:

Positive Image of
(**89%**)

Trust in (**86%**)

Be Loyal to (**83%**)

1. Understanding Brand: Why?

Emotion
Consistency
Distinction

Consistent presentation of a brand has proven to **increase overall revenue by 33%.**

1. Understanding Brand: Why?

Emotion
Consistency
Distinction

**B2B companies
with strong
brands
outperform weak
ones by 20%.**

1. Understanding Brand: Why?

**Our own recent
primary research
study:**

90% sales &
marketing execs
indicated
brand image of
“high importance”
to growing sales.

**2.
PLANNING
FOR SUCCESS**

Aim.

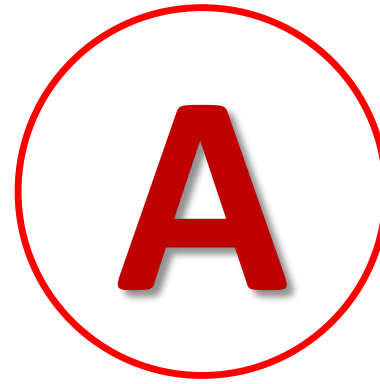
Discovering

Defining

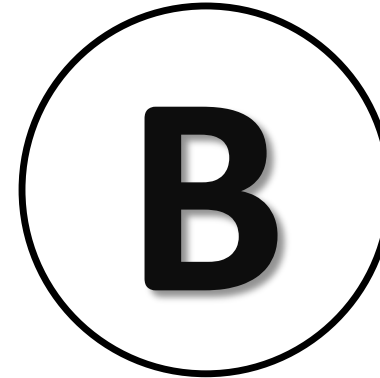
Differentiating

2. Planning for Success: Discovering

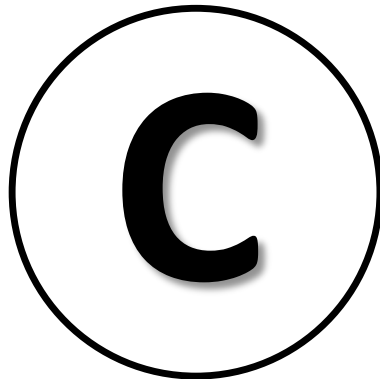
Our Ideal Client
Ourselves
Our Competition



A = Awesome



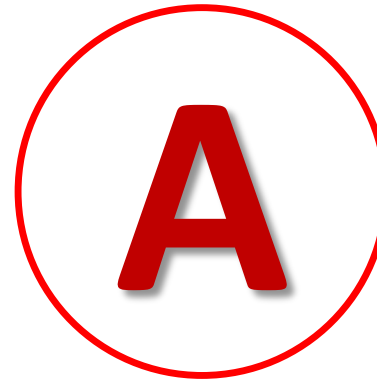
B = Bi-Polar



C = Corrosive

2. Planning for Success: Discovering

Our Ideal Client
Ourselves
Our Competition



A = Awesome

UTILIZE

APPRECIATE

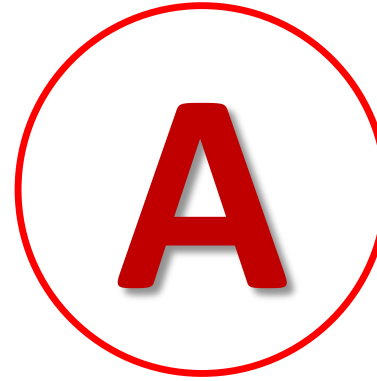
IMPROVE

REWARD

REFER

2. Planning for Success: Discovering

Our Ideal Client
Ourselves
Our Competition



A = Awesome

PAINS

GOALS

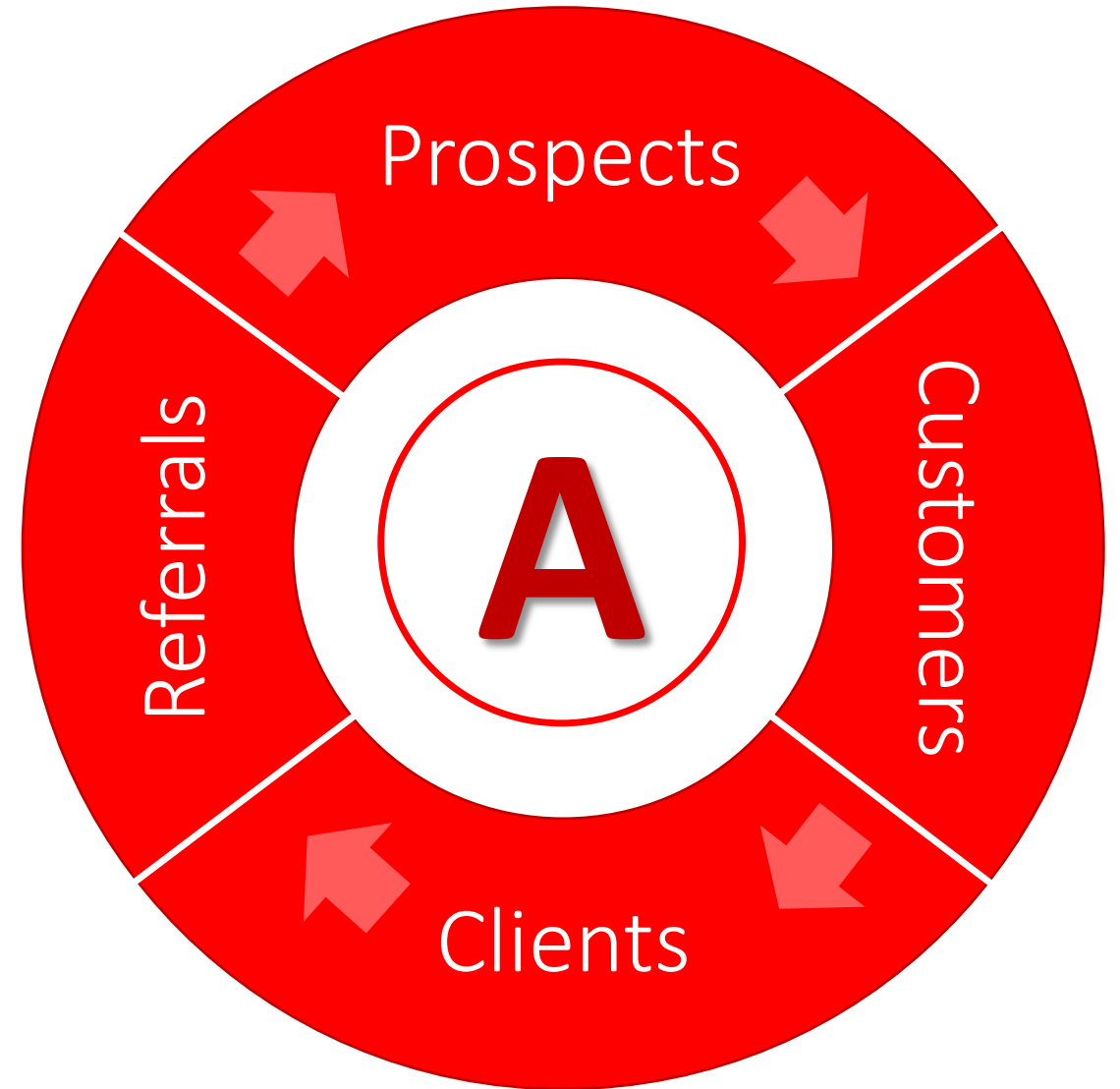
FRUSTRATIONS

CHALLENGES

PASSIONS

2. Planning for Success: Discovering

Our Ideal Client
Ourselves
Our Competition

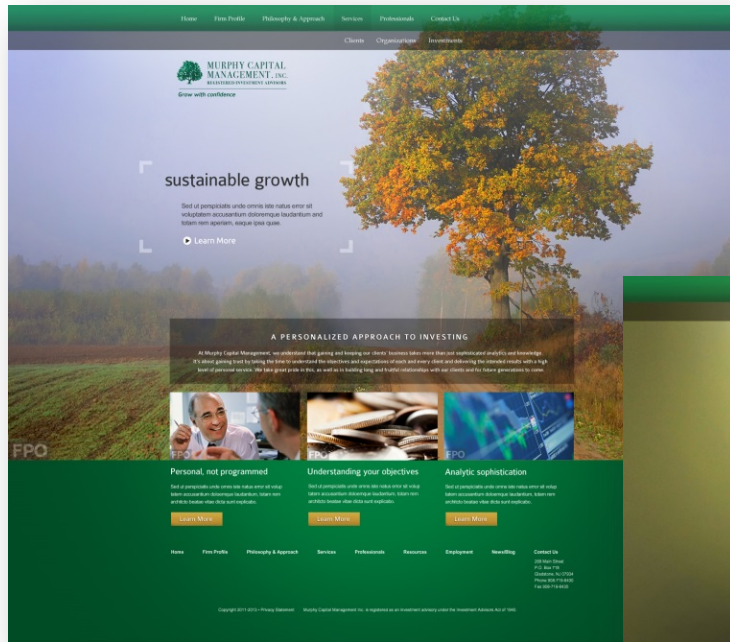




MURPHY CAPITAL MANAGEMENT, INC.

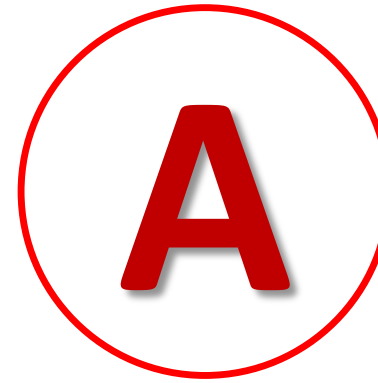
SEC REGISTERED INVESTMENT ADVISER

To a Richer Life.



2. Planning for Success: Discovering

Our Ideal Client
Ourselves
Our Competition



A = Awesome

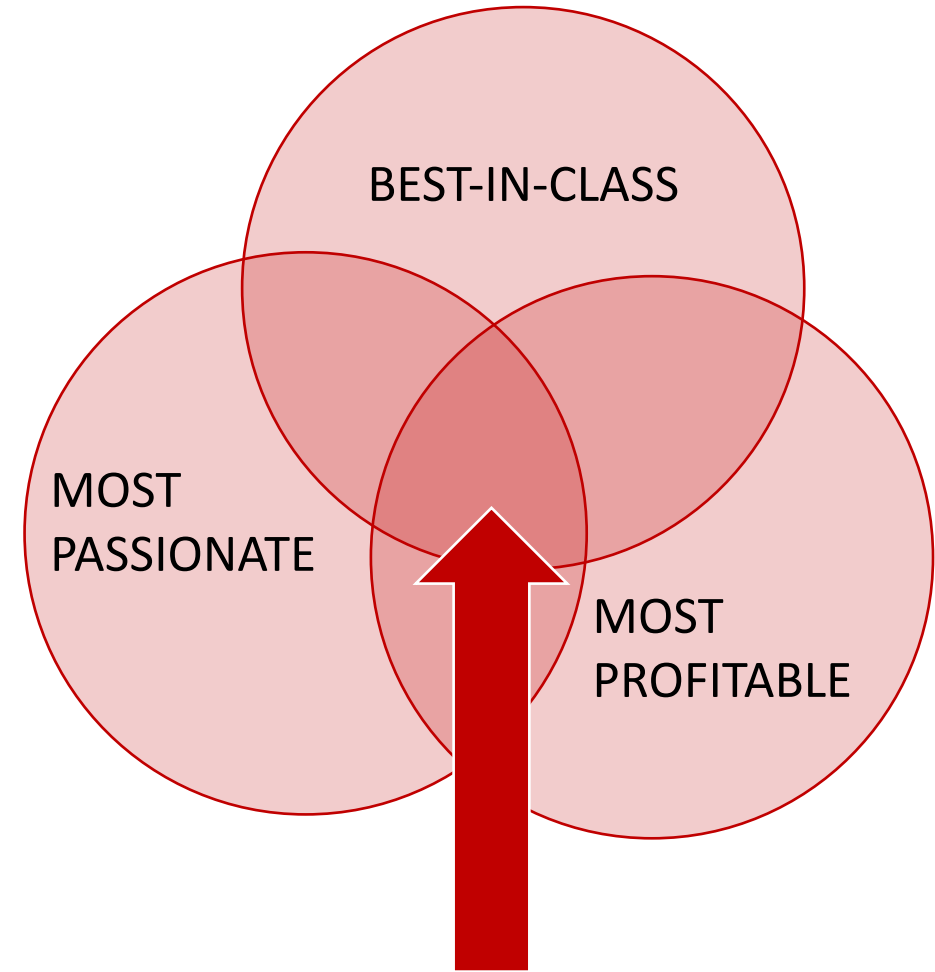
EMPATHIZE

ALIGN WITH NEED

BE A BEACON

2. Planning for Success: Discovering

Our Ideal Client
Ourselves
Our Competition



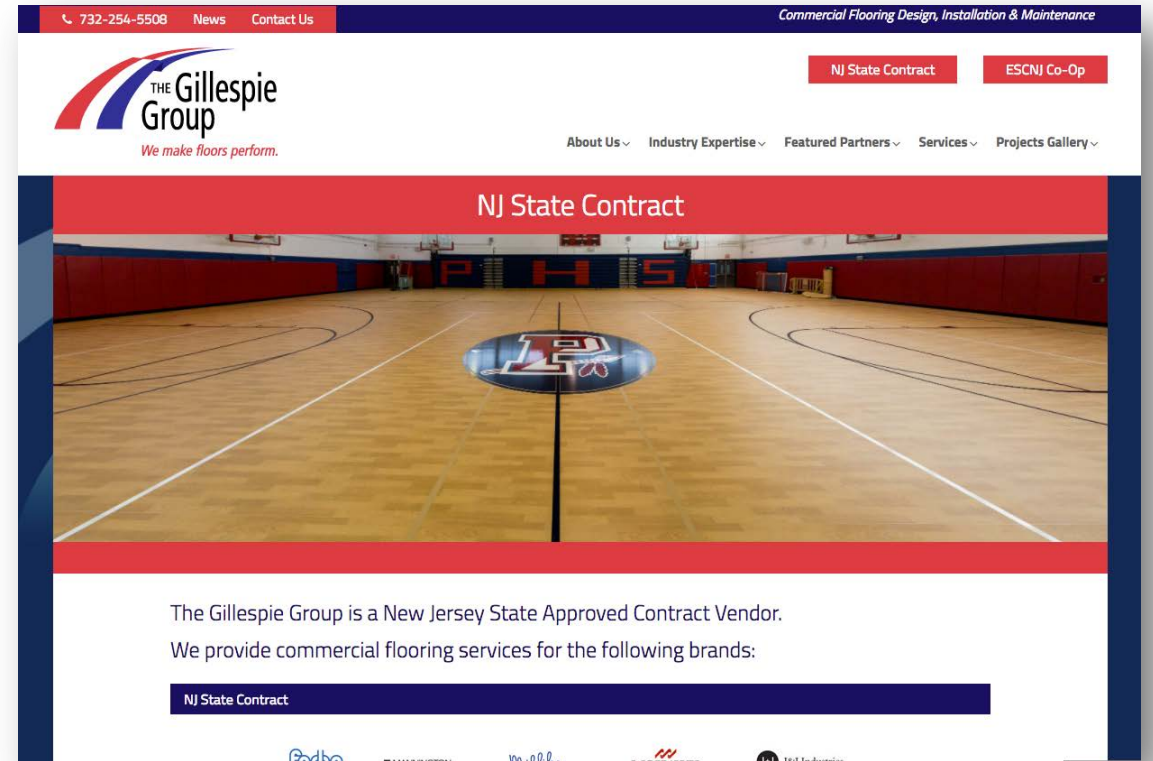
THE ZONE

A.K.A.: "The Hedgehog"

2. Planning for Success: Discovering

Our Ideal Client
Ourselves
Our Competition

BEST-IN-CLASS: Large Commercial Flooring Projects
MOST PASSIONATE: Complex. Mission-Critical.
MOST PROFITABLE: Exact Specs. Tight Timeline.



THE ZONE

2. Planning for Success: Discovering

Our Ideal Client
Ourselves
Our Competition

FIRST IMPRESSION?

WHAT ARE THEY SAYING?

WHAT ARE THEY DOING?

WHAT ARE THEY NOT
SAYING/DOING?

2. Planning for Success: Discovering



2. Planning for Success: Discovering



2. Planning for Success: Discovering



Pantone #138 Yellow/Orange

- Dramatic exclamation
- Gregarious, positive, happy
- Stimulating, vivid intensity

block
VISION

2. Planning for Success: Discovering



Pantone #138 Yellow/Orange

- Dramatic exclamation
- Gregarious, positive, happy
- Stimulating, vivid intensity

block
VISION

2. Planning for Success: Discovering



2. Planning for Success: Discovering

block
VISION



OUR COMMITMENT

OUR CUSTOMERS

OPTIMUM CARE

block VISION

block vision
Here's Looking at You.

Clear Thoughts

ABOUT BLOCK VISION
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invididunt ut labore et dolore magna aliquam. Ut enim invidunt elitr, sed diam nonumy eirmod tempor invididunt ut labore et dolore magna aliquam.

RECENT ISSUES
January 2009
June 2009
September 2009
February 2006
May 2002

RECENT COMMENTS
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invididunt ut labore et dolore magna aliquam.

CORPORATE HEADQUARTERS
123 Street Name Street, Suite 100
Baltimore, Maryland 21201
Call us at 866.265.0517 or email info@blockvision.com

Find a Provider
Member Benefits
About Block Vision
Services
Resources
Our System
Contact Us

block vision Comprehensive Vision Benefits

Font Size AA A

Home ABOUT BLOCK VISION SERVICES RESOURCES OUR SYSTEM CONTACT US

Here's Looking at You.

The clear choice for vision care providing services for millions of people nationwide.

Our diverse provider panel and expertise in vision care assures you of a vision plan offering the greatest value for your vision care dollar.

Find out how

Find a Provider
Select a State
NJ > Go

Account Login
NPI Number
Password
> Log In
Don't have a User ID / Password? Register Now.

Sign up for our eNewsletter
Name
> Subscribe

Members > Go
Group Representatives > Go
Healthplan Representatives > Go
Brokers > Go

Members
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Group Representatives
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Healthplan Representatives
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Brokers
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Prospective Group Members

About Block Vision
History and Overview
Service Orientation
Ownership
Affiliated Entities

Services
Find A Provider
Healthplan Representatives
Sales Team
Importance of Vision Care
Member Services
Provider Relations
Account Services

Resources
Mem quo qui debet
Ut autem
Ostendit sinis sunt
Nam quam volo

Our System
New Provider ID's
Electronic Data Interface
New Provider Website
New Voice Response Unit (VRL)

Contact Us
Corporate Headquarters and
Managed Care Operations Center
Commercial Group Operations Center
Regional Offices

Block Vision © 2010 All Rights Reserved | Home | Site Map | Contact Us

Member Benefits

block vision
Here's Looking at You

block vision Comprehensive Vision Benefits

Here's Looking at You.

Comprehensive Vision Benefits Management

Leading the way in vision benefits management and eye health programs.

block vision
Here's Looking at You

A higher level of quality, service and value in vision benefit plans.

block vision
Here's Looking at You

At Block Vision, our total focus is on delivering exceptional vision benefit plans. It's what we do. With unmatched passion, drive and dedication. We believe that's what makes us unique... and better.

Block Vision recognizes that every client has special wants and circumstances so our vision benefit plans are uniquely crafted to your precise specifications. And our team of experienced professionals is with you every step of the way. They provide timely, personalized service and responsive attention to your questions and needs. You also receive access to online administration tools with full support for quick and easy implementation.

866.265.0517
blockvision.com

Block Vision is looking at you, and always looking out for you - making sure that you're getting the best value for your vision plan dollar.

2.
PLANNING
FOR SUCCESS

Aim.

Discovering

Defining

Differentiating

2. Planning for Success: Defining

Target Persona Value Proposition Connecting Idea



A = Awesome



Julian Smith

Buyer persona description text here

BACKGROUND/ DEMOGRAPHICS

Job? Career Path? Family? Lifestyle?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

GOALS/ CHALLENGES

Cost savings? Value? Quality?
What problem does your product or service solve?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

TECHNOLOGY/SOCIAL MEDIA

Device preferences? Social media platforms? Communication preferences?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

MARKETING MESSAGING

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persona?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

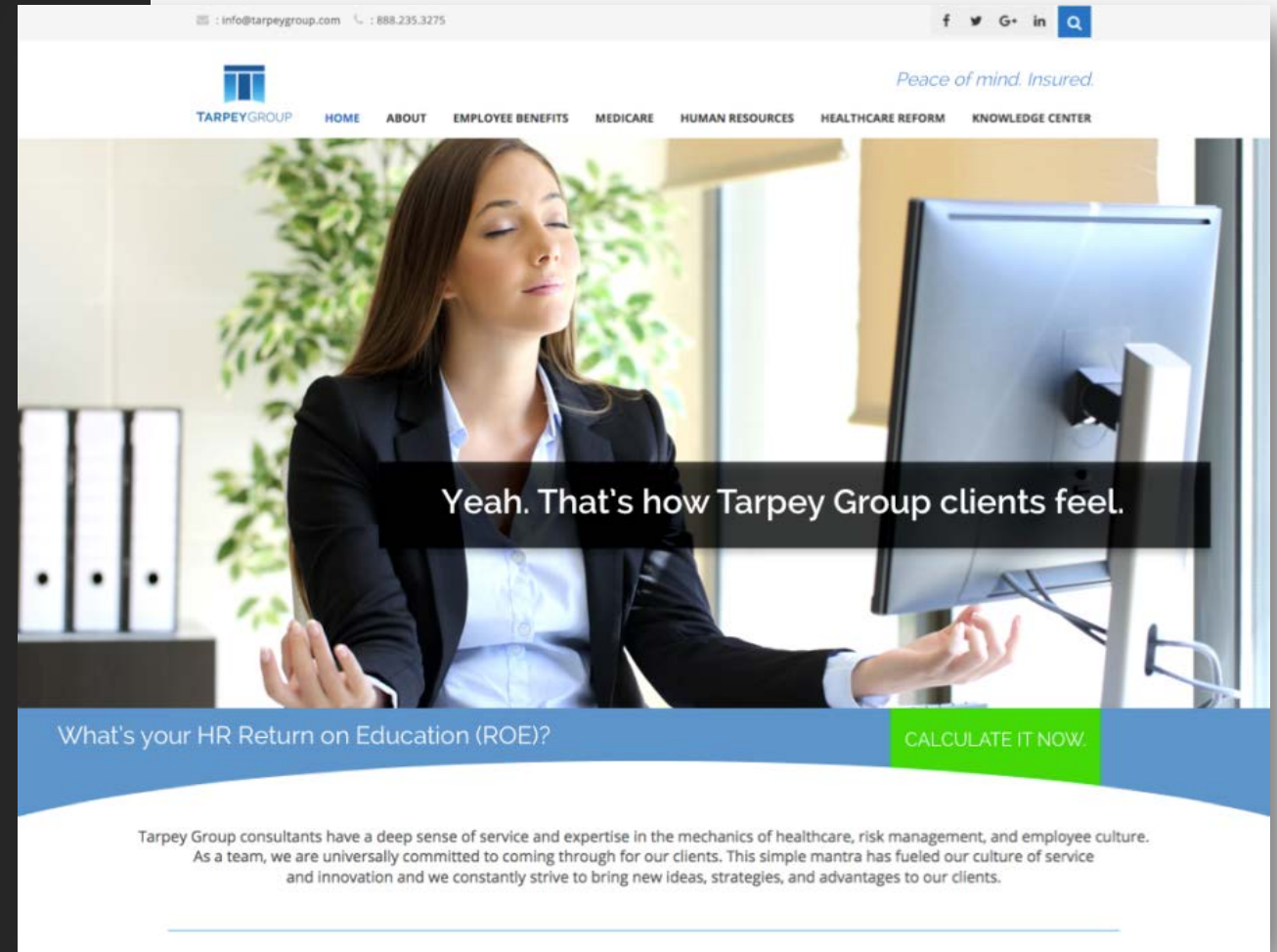
REAL QUOTES

Sell your persona on your solution - in a sentence or a few words!

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

2. Planning for Success: Defining

Target Persona Value Proposition Connecting Idea



The screenshot shows the Tarpey Group website. At the top, there is a navigation bar with the Tarpey Group logo, contact information (info@tarpeygroup.com, 888.235.3275), and social media icons. Below the navigation bar is a main header with the tagline "Peace of mind. Insured." and a menu of services: HOME, ABOUT, EMPLOYEE BENEFITS, MEDICARE, HUMAN RESOURCES, HEALTHCARE REFORM, and KNOWLEDGE CENTER. The main content area features a large image of a woman in a business suit meditating at a computer desk. A black text box overlaid on the image reads "Yeah. That's how Tarpey Group clients feel." Below the image is a blue banner with the text "What's your HR Return on Education (ROE)?" and a green button labeled "CALCULATE IT NOW." At the bottom, there is a paragraph of text: "Tarpey Group consultants have a deep sense of service and expertise in the mechanics of healthcare, risk management, and employee culture. As a team, we are universally committed to coming through for our clients. This simple mantra has fueled our culture of service and innovation and we constantly strive to bring new ideas, strategies, and advantages to our clients."

info@tarpeygroup.com 888.235.3275

TARPEY GROUP

Peace of mind. Insured.

HOME ABOUT EMPLOYEE BENEFITS MEDICARE HUMAN RESOURCES HEALTHCARE REFORM KNOWLEDGE CENTER

Yeah. That's how Tarpey Group clients feel.

What's your HR Return on Education (ROE)?

CALCULATE IT NOW.

Tarpey Group consultants have a deep sense of service and expertise in the mechanics of healthcare, risk management, and employee culture. As a team, we are universally committed to coming through for our clients. This simple mantra has fueled our culture of service and innovation and we constantly strive to bring new ideas, strategies, and advantages to our clients.

2. Planning for Success: Defining

Target Persona
Value Proposition
Connecting Idea



Especially for...WHO?

<THE BRAND> is...WHAT?

that...HOW (UNIQUE RECIPE)?

2. Planning for Success: Defining

Target Persona
Value Proposition
Connecting Idea



Especially for...WHO?

Religious congregations, private education, and sports & recreation facilities in NJ, Eastern PA and Southern NY...

<THE BRAND> is...WHAT?

The commercial construction company...


that...HOW (UNIQUE RECIPE)?

Provides total construction services with a unique combination of honesty, integrity, value, and superior attention to detail.



Fenton
CONSTRUCTION CO., INC.

BUILDING WITH A HIGHER PURPOSE™



*We build schools that go beyond
client expectations to help realize
the dreams of everyone who walks
through their doors.*

Fenton
CONSTRUCTION CO., INC.

BUILDING WITH A HIGHER PURPOSE.

BUILDING WITH A HIGHER PURPOSE™

Fenton
CONSTRUCTION CO., INC.

Fenton
CONSTRUCTION CO., INC.

BUILDING WITH A HIGHER PURPOSE™

HOME ABOUT US OUR SERVICES BUTLER PORTFOLIO BLOG CONTACT

Let's meet
Let's meet

FENTON CONSTRUCTION

Building with a higher purpose. New Jersey, Pennsylvania, and beyond. Building commercial, industrial, educational, sports, and religious facilities.

ABOUT FENTON. BUILDING. TRUST.

Learn more about us by visiting our website. Fenton Construction Co., Inc. is a leading provider of construction services. We have a proven track record of successful projects and a commitment to quality. Our experienced team of professionals is dedicated to providing exceptional service to our clients. We are proud to be a part of the construction industry and to contribute to the growth and development of our communities.

LEARN MORE

Fenton
CONSTRUCTION CO., INC.

We build high quality structures built with integrity, attention to the smallest detail and a higher purpose in mind...years.

FIT OUT
Through our detailed and client-focused approach, Fenton offers a wide range of fit out services, tailoring internal spaces to meet specific tenant requirements.

CONSTRUCTION
Fenton's single-source construction offerings ensure you of a successful experience that builds confidence and peace of mind right from the very start.

PERMIT ACQUISITION
Fenton has years of permit acquisition experience, guiding your project through the many agencies with jurisdiction over each application.

DESIGN CONSULTATION
Building with a higher purpose, we work closely with our design professionals to advise them on constructability issues and project costs.

PROJECT PLANNING
Fenton works in partnership with each client, evaluating preliminary budgets, schedules and methods of construction, while exploring value engineering options.

Fenton
CONSTRUCTION CO., INC.

For more than 60 years, Fenton has provided New Jersey, New York, Pennsylvania and beyond, with structures that exceed building specifications and surpass client expectations. We specialize in large-scale retail, commercial, industrial, education, sports and religious facilities that do more...so you can do more.

SERVICES

- General Contracting
- Construction Management
- Design/Build
- Project Planning
- Permit Acquisition
- Finish & Erect
- Fit Out
- Value Engineering
- Feasibility Studies
- Consultation & Design
- Metal-Over-Metal Roofing
- Renovations, Repairs & Additions

CHURCHES & FACILITIES

EDUCATION INSTITUTIONS

SPORTS & RECREATION

RETAIL & INDUSTRIAL

BUTLER

Fenton Construction Co., Inc. partners with Butler®, the premier supplier of pre-engineered building systems. Synergistic with building quality and innovation, Butler offers virtually unlimited options to a building's appearance and functionality. Fenton is honored to be the recipient of Butler's prestigious "High Performance Butler" award.

TELLUS

Fenton Construction Co., Inc. partners with Tellus, a manufacturer of precast concrete building systems.

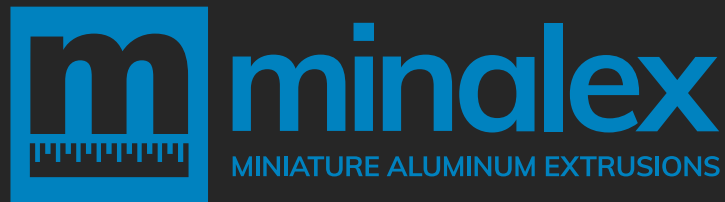
Fenton
CONSTRUCTION CO., INC.

Warren, Pennsylvania 908.755.0500
5 Mountain Blvd., Suite 10 Warren, NJ 07059 info@fentonconstruction.com fentonconstruction.com



2. Planning for Success: Defining

Target Persona
Value Proposition
Connecting Idea



What single
thought will
best form a
strong
relationship
with the
BRAND?

1. What are the brand's objectives?

2. What emotion(s) will best enable the relationship?

3. What should the brand relationship be?

4. What are the most important brand elements?

BRAND/
CLIENT
CONNECTION

What single thought will best form a strong relationship with the BRAND?

5. Who comprise the key connection groups?

6. What are they thinking?

7. How would we like their thinking to evolve?

8. What "reasons to believe" will assist in this change?

1. What are the brand's objectives?

2. What emotion(s) will best enable the relationship?

Confidence

3. What should the brand relationship be?

Understanding and caring partner, collaborator and friend.

4. What are the most important brand elements?

BRAND/
CLIENT
CONNECTION

We can trust Minalex for the exact products and responsive attention we need.

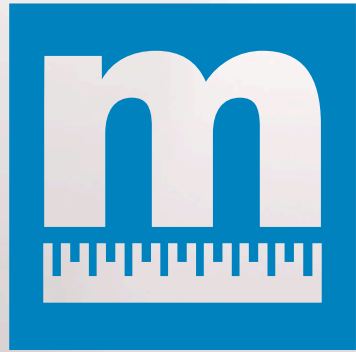
5. Who comprise the key connection groups?

6. What are they thinking?

7. How would we like their thinking to evolve?

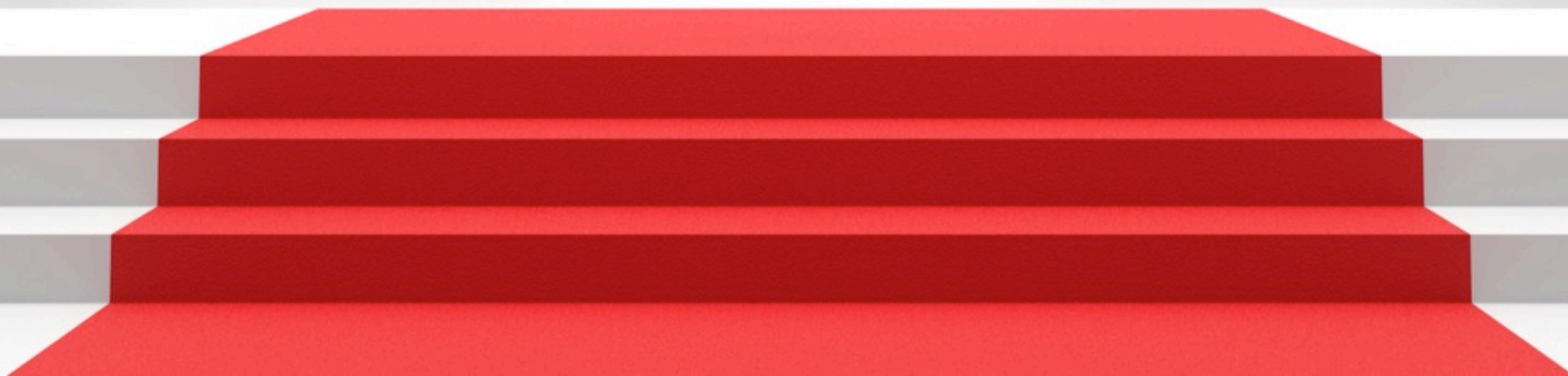
Minalex will extrude low volume, tight tolerance, small, complex shapes where others will not.

8. What "reasons to believe" will assist in this change?



minalex
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Manufacturing Precision Partnerships.™



*Because you want more than
a part. You want a partner.*



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[Date]

[Recipient Name]
[Recipient Title]
[Company]
[Company Address]

Dear [Recipient Name],

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Sincerely,
[Sender Signature]
[Sender Name]
[Sender Title]

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Michael Casey
Extrusion Applications and Design

Phone: 908-534-4044
Fax: 908-534-6788
Web: Minalex.com



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AS 9100 & ISO 9001
CERTIFIED

25 Coddington Road | Whitehouse Station | NJ | 08889-0247



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WE GO TO GREATER LENGTHS

For more than 50 years and with a commitment to customer satisfaction and true partnership, Minalex has been manufacturing the highest quality, small profile aluminum extrusions to the tightest tolerances and most challenging specifications for the military and companies around the world.

Profile up to 3.500 inches (8.89 cm) in diameter, with a weight per foot of up to 1.5 pounds (0.680 kg)

Critical Tolerances at +/- 0.001 inch (0.025 mm) Precision

Sections as small as 0.003 inches (0.076 mm)

- Precision Length
- Machining
- Fabrication
- No minimum quantities



CERTIFICATIONS	SPECIFICATIONS	ALLOYS	CAPABILITIES
AS 9100	AMS Specs	1100 3003	Lengths → 1,500 Inches → 2,202
ISO	MIL Specs	6063 6463	Sections → 0.003 in → 0.076 mm
ITAR	QQ Specs	6061	Circle Size → 3,500 in → 8,890 cm


IPPOINT LICENSED
The most comprehensive and practical solution on the market today for tracking and reporting on Conflict Minerals compliance information.

VALUE-ADDED SERVICES	FINISHING SERVICES	CUSTOM SOLUTIONS
<ul style="list-style-type: none"> • Precision Cut • Deburring • Tumbling • CNC Machining 	<ul style="list-style-type: none"> • Anodize • Milling • Paint • Custom 	<ul style="list-style-type: none"> • Precision Length • Machining • Fabrication • No minimums




Phone: 908-534-4044
E-mail: sales@minalex.com, service@minalex.com
HQ and Facilities: 25 Coddington Road | Whitehouse Station, NJ 08889-0247
Mailing Address: P.O. Box 247 | Whitehouse Station, NJ 08889-0247 | USA



Manufacturing precision partnerships.™



MINALEX ALUMINUM EXTRUSIONS HELP PROPEL THE NEXT GENERATION OF SPACE EXPLORATION


(Whitehouse Station, NJ - May 2017) Look up to the heavens on a clear night, and you will see countless twinkling stars. What you won't see are the hundreds of satellites and rockets orbiting the globe. Many of these contain miniature aluminum extruded components from Minalex, a leading supplier to the aerospace industry since the earliest days of space flight.

Since NASA's inaugural Mercury and Apollo missions, parts made of aluminum have always been highly valued by the aerospace industry because of their lightweight, performance characteristics, and cost efficiencies. Today, Minalex continues to work with NASA through its subcontractors, providing an array of custom miniature aluminum extrusions. Minalex also works directly with some of the entrepreneurial companies that are forging the future of commercial space flight and rocket propulsion.

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CUSTOMIZED EXTRUSION SOLUTIONS

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HOW COMPANIES LIKE MINALEX ARE MAKING SMALLER PARTS WITH BIGGER IMPACT

(Whitehouse Station, NJ - June 2017) The days of "Bigger is Better" as an oft-repeated business buzz phrase are coming to an end. Across many industries, the trend in recent years has been all about miniaturization: the manufacturing of ever-smaller mechanical, optical, medical, and electronic products and devices. Take the electronics industry as an example: the size of microchips has grown smaller, and as a result everything related to it in the supply chain has adjusted to accommodate the new, compact size.

Many companies are realizing benefits such as efficiency, logistics and material reductions, so the expectation is that miniaturization will continue to be a major paradigm shift in advanced manufacturing. Minalex Corporation, family-owned and founded more than 50 years ago, has been at the forefront by manufacturing high-tolerance, small profile custom aluminum extrusions.

[READ MORE](#)

CUSTOMIZED EXTRUSION SOLUTIONS

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**2.
PLANNING
FOR SUCCESS**

Aim.

Discovering

Defining

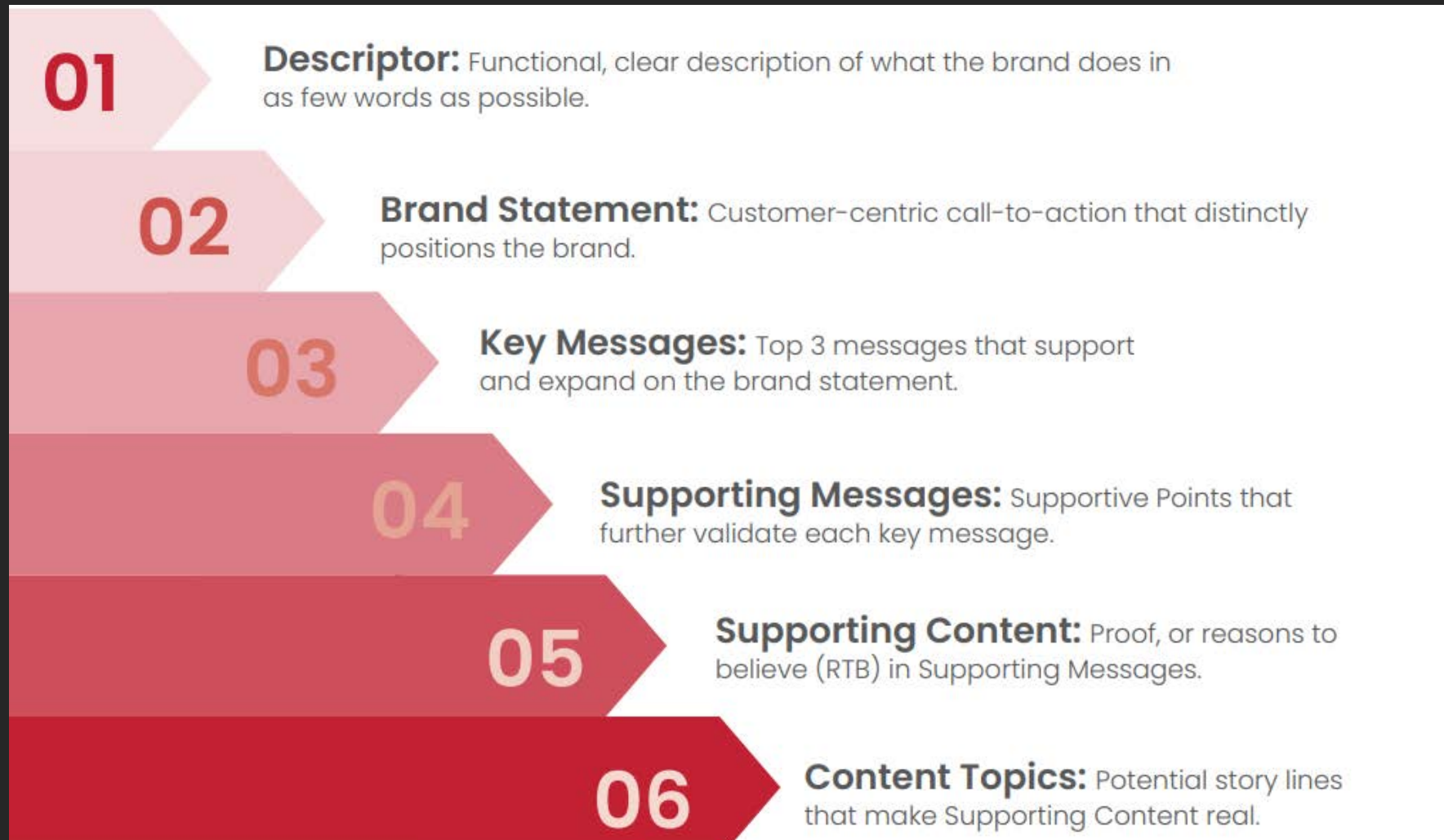
Differentiating

2. Planning for Success: Differentiating

REMAK-ABILITY
Messaging
Visual Assets



2. Planning for Success: Differentiating with Messaging



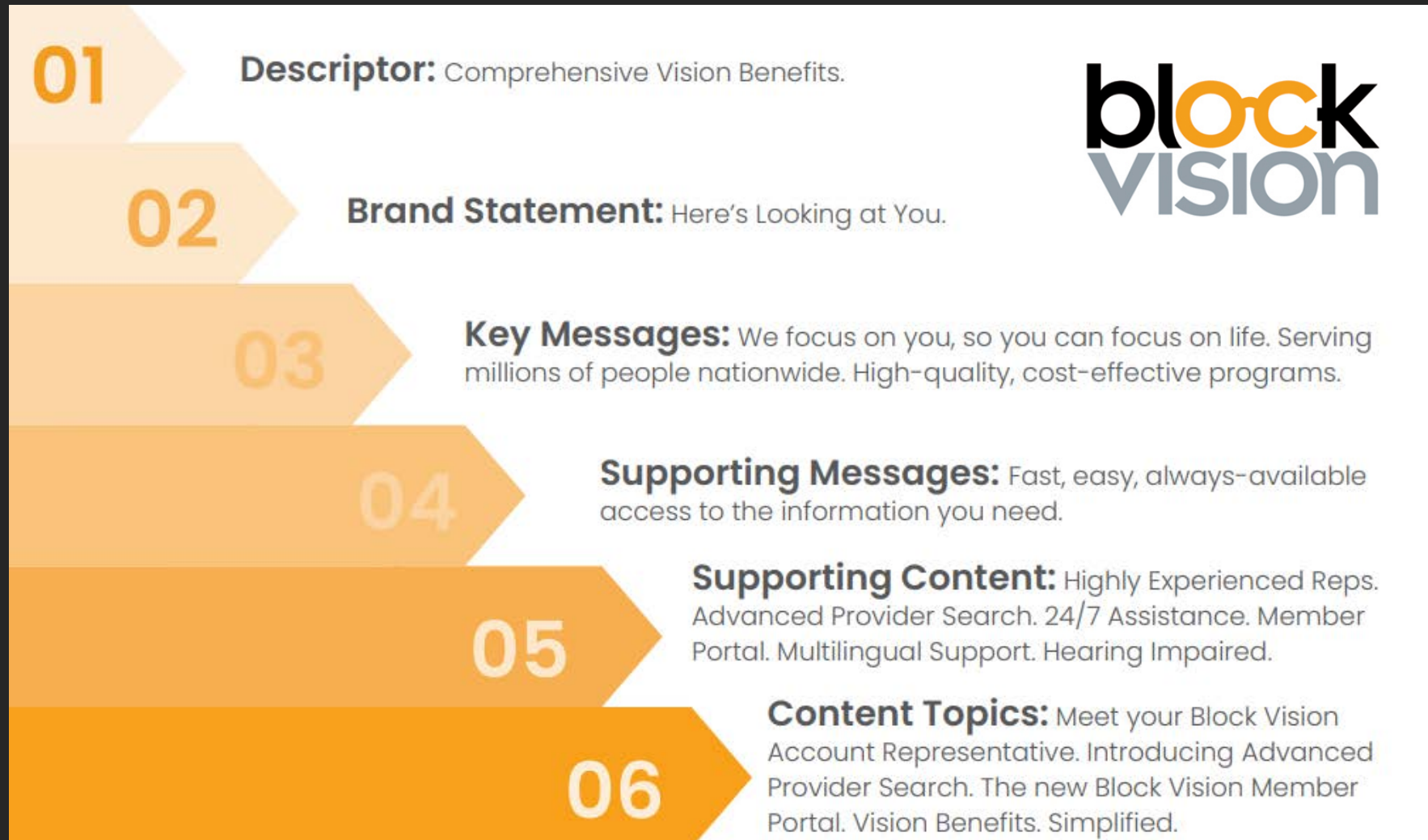
2. Planning for Success: Differentiating with Messaging

**block
VISION**

Here's Looking at You



2. Planning for Success: Differentiating with Messaging



2. Planning for Success: Differentiating with Visual Assets

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New Jersey, Pennsylvania, and Delaware

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Four Quarters Plumbing, Heating & Air Conditioning, Inc. has the necessary experience to design, install and support mechanical systems for residential, small and large businesses, commercial, industrial and numerous other applications.
Utilizing a team approach with over 100 years of combined experience, our capabilities are unsurpassed incorporating design, estimating, project management, installation and most important, our qualified service technicians.
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2. Planning for Success: Differentiating with Visual Assets

Four Quarters After



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**IF TIME TRULY IS MONEY,
THERE'S NO GREATER VALUE
THAN FOUR QUARTERS.**





KEY ISSUES

01. ISSUE TITLE HERE

Issue details to come issue details to come.

02. ISSUE TITLE HERE

Issue details to come issue details to come.

03. ISSUE TITLE HERE

Issue details to come issue details to come.

04. ISSUE TITLE HERE

Issue details to come issue details to come.

WORDS & IMAGES: PUT YOUR BRAND IN THE CUSTOMER'S HAND

4. Relevance

3. Distinction

2. Understanding

1. Awareness

PREFERENCE



**3.
MARKETING TO
GROWTH**

Fire!

**3 Ways to Grow
The Value Journey
45 Growth Tactics**

3. Marketing to Growth: Three Ways To Grow

- 1. Get more customers.**
- 2. Get them to spend more.**
- 3. Increase buy frequency.**



3. Marketing to Growth: The Customer Value Journey



AWARE

Prospect discovers your brand exists.

ENGAGE

Prospect interacts with your brand.

CONVERT

Inquiries, subscribes, attends or demos.

EXCITE

Customer gains value from initial transaction.

ASCEND

Upsell #3
▲
Upsell #2
▲
Upsell #1
▲
Core Offer

ADVOCATE

Client gives testimonial, referral.

3. Marketing to Growth:

45 Ways

- 1. Get more customers.**
- 2. Get them to spend more.**
- 3. Increase buy frequency.**



Get more customers (x20)

- Lead Magnet
- Samples/Trials
- Interaction (Quiz/Survey)
- Assessment/Consult
- Podcast/Webinar
- Live Events/Live Stream
- Blog
- Public Relations
- Content Syndication
- Tradeshows/Conferences
- Social Messaging
- Catalog
- 3D Gift
- Social Advertising
- Paid Search (Display, Text)
- Direct Mail/E-mail
- Trade Advertising
- Review Sites
- Organic SEO
- Social Posts

Get them to spend more (x13)

- Upsells
- Cross Sells
- Slack Adjusters (Super Upsell)
- Downsells
- Bundles, Kits, Value Buckets
- Line Extensions
- Subscription, Continuity
- Membership, Group, Association
- Consulting, Training
- Customer Appreciation Events
- Done-For-You Service
- Client Exclusives
- Warrantees, Insurance

Increase buyer frequency (x12)

- E-mail Newsletter
- Automated Email Follow-up
- Exit Offers
- Bounce Back Offers
- Product Includes...
- Retargeting
- Loyalty Program
- Direct Mail
- Outbound Phone Follow-up
- Coupon, Gift Cards
- Newsletter, Magazine (Physical)
- Client Appreciation Offers

D+E Consulting Solutions

THE CHALLENGE:

D+E's branding and marketing efforts did little to communicate their stellar service, expertise and responsiveness to their clients and prospects.

PREVIOUS LOGO



NEW LOGO & BRAND LINE





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Ed Lamhing
Partner

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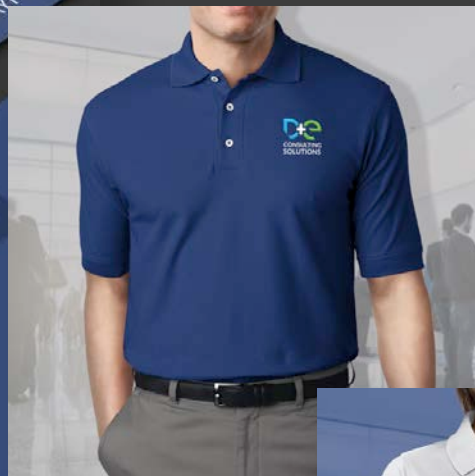
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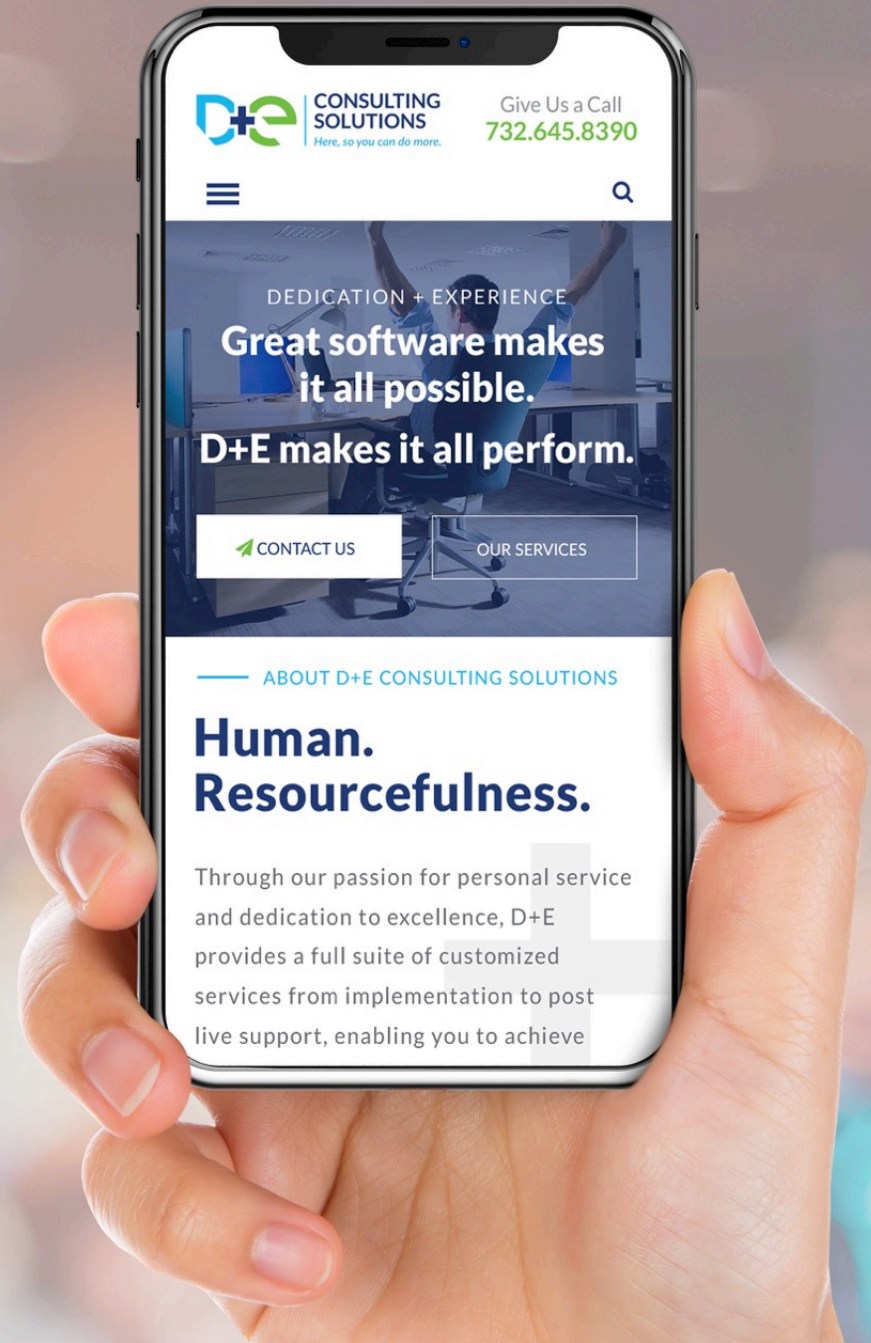
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02 Implementation
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03 Go Live
Coordinate and manage a deployment strategy across the organization to fit your schedule and budget.

04 Managed Services
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- Report Automation & Bursting
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D+E RESULTS

Over **500 quality leads**
following the brand debut
at a major industry event.

SUMMING IT UP

Ready.

Terms

Construction

Reasons Why?

Aim.

Discovering

Defining

Differentiating

Fire!

Three Ways to Grow

Customer Value Journey

45 Growth Tactics

ACCELERATING GROWTH WITH BRAND POWER.

**"You never fail
until
you stop trying."**

ALBERT EINSTEIN



THANK YOU!

If you'd like to learn how to accelerate growth using your brand power, contact Ed Delia at: **908.534.9044** or edelia@delianet.com

