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## SWANSON FLO

They asked for a new sales brochure. We delivered brand alignment and a savvy sales approach.



LOGO DESIGN



CAPABILITIES BROCHURE & FOLDER

### THE WORK

#### Brand Strategy

- Research
- Ethnography
- Brand workshop
- Brand architecture
- Brand acquisition plan
- Onboarding plan
- Brand training

#### Brand Culture

- Sales team training
- Brand launch event

#### Brand Implementation

- Naming
- Identity design
- Image system
- Website
- Tradeshow
- Marketing collateral
- Product wrap

### CHALLENGE

Swanson Flo enjoyed success as a process flow systems and support provider for more than 50 years but soon after, sales started to decline. Not only was the salesforce hitting dead ends at critical junctures, they weren't ready for the changing procurement process. The industry went from "coffee and donut" sales calls to online ordering. The sales team asked for a brochure that would help them conquer this dynamic situation.

### SOLUTION

After conducting primary research and ethnographic studies, we uncovered the issues behind the decline. That rigor led to several important changes. We transformed Swanson Flo from a widget company to one known for delivering process control solutions. We reorganized how they went to market by aligning their offerings by industry sectors. Our brand recommendations were supported with a name change, brand hierarchy, acquisition brand plan and marketing elements.

### RESULTS

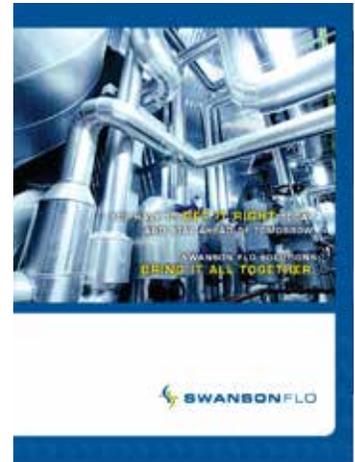
With a transformative brand strategy, a revamped identity system and a comprehensive new brand package in place, Swanson Flo's service offerings were elevated to a successful new level. They now have a competitive advantage with their go-to-market strategy and a strong position in the industry. Prospects know they can rely on Swanson Flo for comprehensive solutions.



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STATIONERY SYSTEM



CAPABILITIES BROCHURE



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SELL SHEETS



WEB LANDING PAGE



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**SWANSON FLO**

With more than five decades in  
**process control and automation,**  
**Swanson Flo** is the partner  
who helps you get it right **today.**  
And stay ahead of what's coming **tomorrow.**

- System efficiency evaluation
- Full-range, turnkey capacity
- Experienced, in-region teams
- Factory-certified service and repair

Our single-source versatility helps you bring it all together.  
**Call 800-288-7926 or visit [www.swanflo.com](http://www.swanflo.com)**

**SWANSON FLO**

**Our range** will increase  
**your reach.**

**Swanson Flo** wastewater process control and automation will help make your next step the right move. Today and tomorrow.

- System efficiency scanning
- Full-range, turnkey capacity
- Experienced, in-region teams
- Factory-certified service and repair

Swanson Flo single-source versatility helps bring it all together. From valve actuation and instruments to fabrication and preventative maintenance.

Swanson Flo has you covered in Minnesota, Wisconsin and Illinois. **Call 800-288-7926. [www.swanflo.com](http://www.swanflo.com)**

**SWANSON FLO**

Rethink what's possible in  
**Water and Wastewater Process Control**

Helping you manage your infrastructure to improve performance and efficiency.

- System efficiency scanning
- Full-range, turnkey capacity
- Experienced, in-region teams
- Creative solutions
- Strategic solutions

Factory-certified Full-Capacity Service and Repair

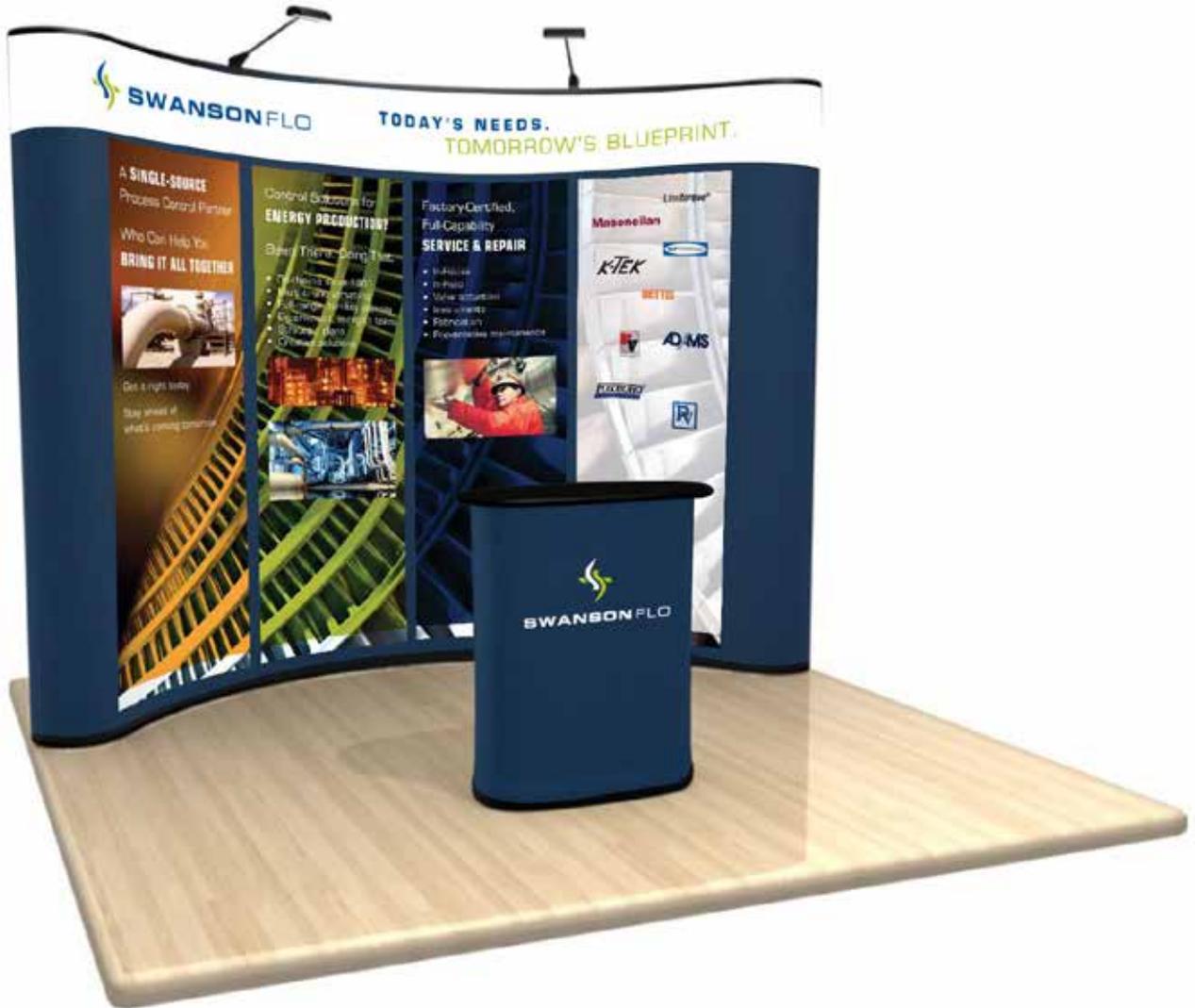
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Who Can Help You Bring It All Together

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TRADE ADVERTISING



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