

CLIENT:  
**Consolidated Machine Corporation**  
 Integrated Marketing Program



**PROJECT SUMMARY:**

Consolidated Stills & Sterilizers, a Boston-based manufacturer of pulse vacuum steam sterilizers, retained OffWhite Salter to develop the company's detailed Architectural Planning Guide planned for distribution to architects, consulting engineers, facility planners and site developers in both print and electronic form, including a detailed Web site.

Using an information mapping technique to arrange the Consolidated product line for easiest reference, OffWhite Salter created an iconic navigation system to place all sterilizer products within context of one another. Each icon family contained qualitative information related to single or pass-through orientation, door type and cabinet stacking for rectangular products, as well as a separate graphic family for cylindrical sterilizers. The icon system was then deployed into print, Web site materials and interactive tools designed to communicate product features, benefits and site preparation requirements. Icons also eliminated the need for costly photography for the company's 31 product groups.

As a result, all Consolidated sterilizers were arrayed into a single Product Line map, and a parallel specification system was completed in accordance with standards set forth by the Construction Specifiers' Institute (CSI) and industry conventions.

**SERVICES:**

- Information Mapping
- Icon Development
- Technical Writing
- Corporate Graphic and Information Standards Development
- Web Site Mapping, Development and Hosting
- Strategic Planning



Web Site

“Over the years, we’ve searched high and low for marketing assistance, someone who would take the time to understand our market niche and produce high-quality literature and web-design. Our search ended with Bill White and his team at OffWhite Salter. Their approach to marketing is solid, thorough, and cutting edge. They really took the time to comprehend our products, our market, and our customers to develop a complete marketing communications strategy before diving into design and layout. OffWhite Salter beautifully integrated our marketing tool kit, including our website and other marketing materials. In addition, they are quite easy to communicate with, whether it is by cell phone, email, text, fax, Skype or in person.”

— Arthur Trapotsis, President  
 Consolidated Stills & Sterilizers



Architectural Binder (ring-binder, specification sheets, drawings, etc.)

**Product-Icon Identification System**

**ADV-Pro Controller Brochure**

**Web Site Sub-pages (Product Page and Resource Page)**

**Online Product Guide**

**C3 Sterilizer Chamber Cleaner**

**C3 Product Label and Information Sheet**

**Product Specification Sheets from Architectural Binder**



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 offwhitesalter.com