

Concept to Market - Industrial Product

When Delta Filtration (www.deltafiltration.com) identified an opportunity for a new range of air filters for the medical and pharmaceutical markets they approached IMS to develop a plan to bring this new product line to market.

Delta Filtration (www.deltafiltration.com) is a successful manufacturer of air filters with exports to over 15 countries worldwide. The main markets for the company are the HVAC, Food & Beverage and Industrial sectors.

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The new HepaFilter product line was specifically designed for cleanroom environments. As the target market was very different to the company's core business, a new microsite (www.hepafilters.ie) was developed as a basis to summarise the product offering and make the message appropriate for this target market. In addition, an advertising and PR plan was developed to raise awareness of the new products.

The final step in the project involved the identification of target customers for Delta Filtration in the Irish market. IMS initially prepared a list of 25 target companies and we subsequently made contact with all of these companies to (a) identify the decision maker and (b) determine if there was a need for hepafilters at their site.

This was a successful project and resulted in the creation of several sales appointments for Delta Filtration.

Testimonial

IMS worked for Delta Filtration over a 6 month period. The IMS team quickly grasped the technical nature of our products and exceeded our expectations in the completion of their project. We were particularly impressed with their ability to identify and open doors to target customers for our new product line, a task they completed in a high professional way and which opened new sales opportunities for Delta Filtration. I am delighted to recommend the technical marketing services of IMS to other companies.

Donal McGoey
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