

CASE STUDY

Plastics Technical Information

The task

A major specialist plastics processor in the USA wanted to develop their technical reputation to raise their corporate profile. They decided to do this by issuing high quality technical information to a broad target audience of potential and current clients via a regular Newsletter. The Newsletter was to cover a range of plastics related issues and topics that were not directly related to the companies products but were of general interest to the clients.

What we did

Tangram worked with the company to produce a list of topics of interest to the potential readers. The topics covered the basic themes of materials properties, processing and applications and an editorial calendar was established to produce a coherent sequence of information for the reader.

Tangram worked with the company to update the editorial programme in response to reader requests and breaking news.

Tangram devised a format for the Newsletter that provided high quality text and graphics information and did not rely on a detailed technical background from the reader.

Tangram produced highly illustrated and graphic Newsletters of around 2500 words (including 1-page summaries of all Newsletters for internal staff) on diverse technical topics such as:

- High temperature plastics
- Thermal degradation in plastics
- Low temperature plastics
- Dielectric properties of plastics
- Flammability of plastics
- Friction and wear of plastics

The benefits

- The Newsletter is now a major part of the marketing strategy for the company.
- The Newsletter is increasing sales by establishing the company's reputation as a technically aware supplier in a variety of markets.
- The Newsletter is becoming a store of technical information for the company and its customers and has raised the level of technical knowledge in the company.
- The Newsletter has grown from a direct circulation of around 300 to over 3000 per Newsletter as more potential customers recognise the value of the information.

More details?

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