



# Capabilities for Manufacturing

BRANDING | DESIGN | MESSAGING | RESEARCH

Drives Marketing. Moves People.



## MARKETING AND CREATIVE SERVICES FOR WEBSITES, VIDEOS, SALES COLLATERAL, PRESENTATIONS, & TRADE SHOWS

### COMPANY OVERVIEW

From startups to Fortune 100 organizations, B63 Line powers manufacturers of all size. We support in-house teams when capacity runs low or when expert collaboration is needed. We can also act as your entire marketing team if internal resources do not exist, and provide CMO-level guidance at a fraction of dedicated employee costs. We'll keep an eye on objectives, timelines, budgets and metrics, while elevating your brand for growth.

### CORE COMPETENCIES

- Market Research
- Messaging and Copywriting
- Print & Digital Design
- Website Development

### DIFFERENTIATORS

- On-Call Creative Services
- Integrated Marketing Approach
- 3-D Rendering for Product Catalogs
- Web Hosting and Maintenance

### PAST PERFORMANCE

#### Patient & Consumer Pharmaceuticals

– Designed parent and product names/logos, developed websites/databases, created collateral & exhibit display.



**Liteflex Composite Springs** – Refined branding, relaunched website, managed SEO and CRM tools, designed sales collateral, and served as CMO.



**Buckeye Fabricating** – Location/product photography, developed content, and designed sales collateral.



**Lee Plastic** – Developed branding, designed sales collateral, deployed website to grow distributor base.



**International Paper PAC** – Deployed educational communication campaigns to 33,000 employees across 46 states to encourage participation in the U.S. election.



**Hydro Systems** – Developed product websites localized for markets in US, China, and Brazil to grow global sales.



**Blue Buffalo Pet Foods** – Provided PR/communications support; designed info-graphics and show collateral.



### DESIGNATIONS

DUNS: 929687932

Cage Code: 67P65

NAICS: 541613, 541430, 541620, 541810, 541850, 541860, 541870, 541890, 541910

UNSPSC: 55120000, 80000000, 80100000, 80140000, 80160000, 81000000, 81160000, 82000000, 82100000, 82110000, 82120000, 82130000, 82140000, 83110000, 83120000, 86000000, 86130000, 90150000

WBENC: 2005127879

WOSB: 170516 (Third-Party Certification; EDWOB)

EDGE Certified: 221473

### RECOGNITION

• 2018 Advocate of the Year; ORV Women's Business Council



• 2009-17 American Graphic Design Awards (x19); GDUSA



• 2013 Eclipse Integrity Award Finalist; BBB



• 2012 CFO of the Year Honoree; Dayton Business Journal



• 2010 Forty Under 40 Recipient; Dayton Business Journal

• 2010 Rookie Business of the Year; Dayton Business Journal



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