



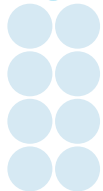
who?

Impaxx

fusion^{b2b}



why?



Impaxx is a holding company with ten separate divisions, each with its own product line, target market and identity. To consolidate its various entities, the company formed the Impaxx Packaging Network, which only served to confuse the market, including potential customers.

how?



FUSION b2b initiated an audit of existing marketing practices and strategies, and examined target markets and competitors. We then recommended that the company be restructured into four distinct groups (Pharmaceutical, Consumer, Promotions and Machine Systems) to more effectively target their core markets. FUSION b2b developed and tested a new corporate identity, brand architecture and graphic theme. We created new trade ads, collateral and a website. Finally, an aggressive public relations campaign was launched to reinforce Impaxx' expertise in key vertical markets.