



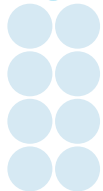
who?

Intermatic

fusion^{b2b}



why?



Intermatic manufactures a broad range of energy control products, including lighting control systems, switches, timers, photo controls, security alarms and pool & spa controls. They also manufacture Malibu® low voltage outdoor lighting. However, since Intermatic products are sold exclusively to contractors through dealers, they needed to generate both brand and new product awareness at the dealer showroom level.

how?



Dealers vary widely in their willingness to display or even accept promotional materials in their showrooms. FUSION created a complete program for dealers. From large, striking showroom banners, to counter mats and calendars. Beyond the pretty pictures, FUSION developed a technical specification brochure for estimators and engineers. We implemented an educational newsletter with new products and merchandising tips. Intermatic now has a unified program for dealers and distributors.