

mortimer\* Robbins & Myers

## Case study

### Robbins & Myers

**Client:** Robbins & Myers

**Sector:** Engineering

**Description:** Brochure



#### The challenge

Robbins & Myers Process Solutions Group manufactures a wide range of process equipment including glass-lined reactors, steel mixing vessels, agitators, dryers and pumps. The group also services both its own brands and equipment from other manufacturers.

A group of four companies, including Robbins & Myers, CRS, Chemineer and Nash, was created to offer three key services (repair, exchange and install) to companies that have mechanical seals as part of their process equipment. In the past these three specialised services had all been available, but not from a single source. Clients now have easy access to a single solution for all their mechanical seal needs.

The main challenge was to unify the multiple company brands and the three key services so that the image is that of a 'one stop' solution. When a brochure is sent out, customers should feel confident that they will receive expertise and the full service.

## Case study Robbins & Myers continued



### The solution

A four-page brochure, which graphically brings together the three services under the main banner of Robbins & Myers, clearly projects the three services. It manages to make the corporate identity of the different companies feel cohesive by careful use of the corporate blue, black and grey. Bespoke photography for each of the services helps the unification process.

### The result

*"I was initially attracted to Mortimer\* after looking at their website and their work for engineering clients. They did not disappoint. First class design and photography, very professional and easy to work with. We ended up with a high quality, eye catching brochure for a very reasonable cost."*

Barry Hoyle, Managing Director,  
Nash Mechanical Seal Services Ltd.

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