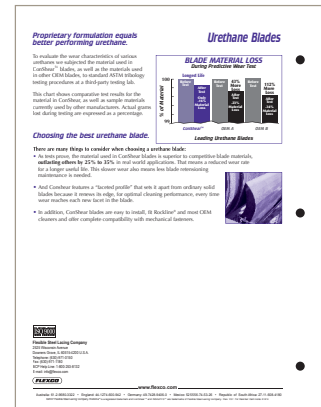
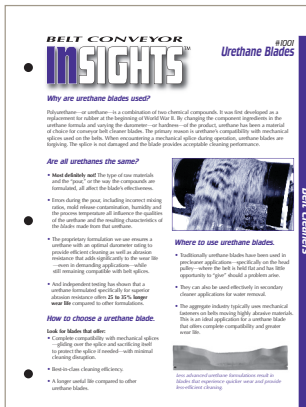


Flexco makes a lasting impact with DRX new product launch campaigns.

Form pre-planning research to comprehensive strategy.



Company | Flexible Steel Lacing Company

The Goal

Flexco needed to learn whether or not there was an immediate need in their market for a new type of impact bed in the coal, mining and material handling industries.

The Execution

LePoidevin Marketing was able to determine that Flexco's market was lacking an impact bed that met specific niche needs. LePoidevin's market research launched Flexco's product development stage.

We then created the name, logo, and tagline for the new product line: DRX (Dual Relief Xtra™) Impact Beds, "It's the structure, not the bars." This tagline helped to differentiate the product from competitors.

LePoidevin proceeded to build an entire campaign including advertising, sales tools and public relations tactics to build awareness.

The Results

LePoidevin Marketing's efforts helped make the DRX product launch a success, as sales of the line sky rocketed to 137 percent of the first-year goal.