

Speaking to the masses.

Dorner Manufacturing uses dual ad campaigns to communicate with multiple audiences.



WE'VE PUT ON A FEW POUNDS

The Dorner 2200 Series increases weight capacity to 200 pounds

- 65% capacity increase
- Low profile fits into tight spaces
- Cogged tooth belt prevents slipping
- Widths: 1.75" to 24"; Lengths: 1.5' to 30'
- Quick shipment




MOVE FAST. MOVE SMART.

Call 800.397.8664 or visit www.dorner.com



WE DELIVER SOLUTIONS FOR ALL YOUR FOOD HANDLING PRESSURES.

- CONVEYOR OPENS IN SECONDS WITHOUT TOOLS
- 100% ACCESSIBILITY FOR DAILY CLEANING
- CLEANS UP 2X FASTER THAN COMPETITION




MOVE FAST. MOVE SMART.

AquaGard AquaPruf

Call 800.397.8664 or visit www.dorner.com/food

Company | Dorner Manufacturing

The Goal

Since Dorner sells to a diverse customer base with its conveyors operating in more than 1,200 SIC codes, being able to communicate accurately to different audiences is critical.

The Execution

Knowing the industry and speaking the customers' language adds credibility, which is why LePoidevin Marketing created an advertising campaign, one for industrial and the other for sanitary, to address specific key points that are unique to each market.

The Results

Each ad campaign has its own distinctive look and feel that succinctly gives the readers the main take-away, while doing so in an effective fashion that makes the brand stand out in the publications.