

MARTIN THOMAS, INC.

Case History

# Ah, This Company is Breathing Much Easier

Client: Deerfield Urethane, Inc.

**Problem:** Introduce, under severe budget constraints (naturally), the firm’s newest product - a polymer film for textiles that was less expensive and more breathable than the leading brand of textiles. But the “sell” wasn’t to consumers, but rather to performance fabric buyers and product designers.

**Solution:** 1) Get the attention of leading buyers by securing their names (600 of them, from a major industry trade association rented list); 2) Develop a dimensional mailer with vivid graphics; and 3) insert a breathable glove as a free test.

**Results:** Too early to tell, but MTI is confident that it will work. The advantage Deerfield holds is timing - recipients of the mailer are already predisposed to think the competing materials (Goretex and other established brands) are overpriced and competitive patents are expiring. The marketplace wants to offer their own brands of breathable fabrics and finished garments, selling them at reduced price points with equal or better performance than the established laminate solutions.

Stay tuned and as we get wind of results, we’ll tell you about them. The point here, though, is to go directly to the source, and pique their interest (dimensional mailings work best). Creativity, not just massive budgets, works every time.

