

MARTIN THOMAS, INC.

Case History

We Go Where Others Haven't Been Able to Tread, Yet

Client: Deerfield Urethane, a Bayer Corporation Company

Problem: "Gentleman and Gentlewomen at Martin Thomas, Inc.," said the spokesman for this company, "you can do all our marketing work EXCEPT our Web Site. Corporate's Web Site firm will do our Web Site." We agreed to this, but the lack of progress by the Web Site people doing work for this \$9 billion (in U.S. dollars) firm, brought on frustrations to our client. Then he turned to us to ask, "How quick and how much?" We told him just weeks and well within his budget parameters. He said "go" and we did.

Solution: We're task-oriented and task-driven so without politics with which to contend, we did a total facility photo shoot (all within the original budget), drafted copy, produced designs and routed it through the appropriate people, resulting in - VOILA! - a brand new, very complete (25+ pages) Web Site in weeks.

Results: What with our packaged promotions which we include with the design of every Site



World's Leading Manufacturer of Thermoplastic Polyurethane Blown and Flat Die Film and Sheet

Welcome to Deerfield Urethane

Deerfield's diverse product line and capabilities allows us to be a leading and preferred supplier to a vast number of markets and industries. These expansive capabilities, coupled with the resources of parent company Bayer Corporation (with worldwide leadership in health care, life sciences and chemicals and sales of more than \$30 billion) and our sister operation, Wolff Walsende AG, ensure the quality of our products and services and position the company to continued growth through customer satisfaction.



(telling people to look up their URL and designing intriguing portions of the Site to pull people back), the rise in popularity continues to soar. Best of all (and we say whew to this) is not just one very, very happy company who is as proud of their Site as we are, but also an extremely complimentary note from CORPORATE (those big guys in the sky) on how much they liked its design, uniqueness and planned comprehensiveness. MTI hopes that this shining example may sway other Bayer divisions to our way of PR/Marketing/Advertising and counseling.