



marketing communications LLC

BUILDING A NEW MARKETING PROGRAM

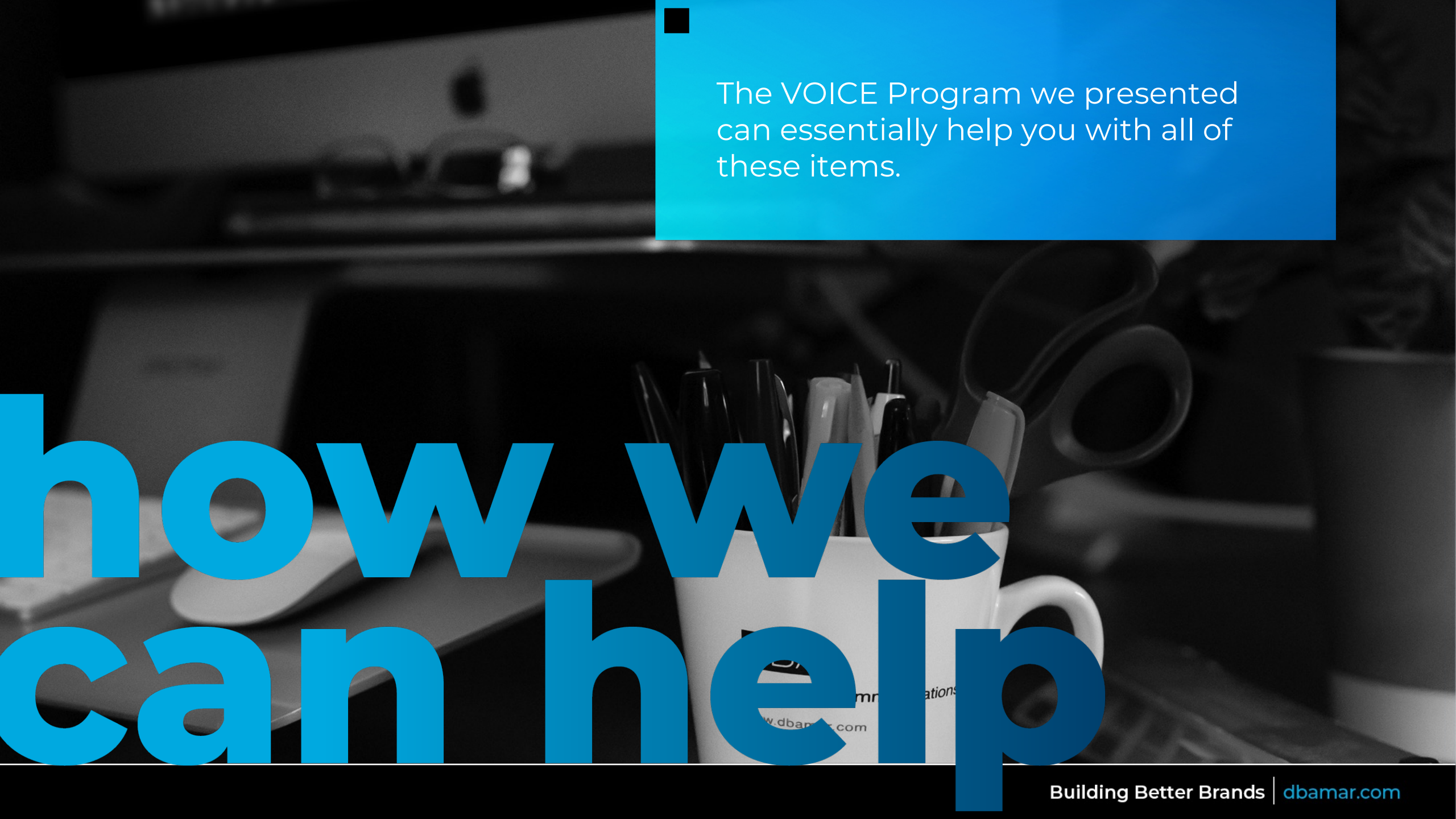
September 7, 2023



THOUGHTS ON PIEPER AUTOMATION



- Pieper Automation needs to create clear, consistent memorable branding. Whether it's DBA or someone else, you will benefit greatly from this exercise.
- Great opportunity to recreate internal perception of marketing.
- Great opportunity to create a brand strategy that will make a difference.
- Consider improving the internal marketing component.



■ The VOICE Program we presented can essentially help you with all of these items.

how we
can help



The VOICE Program is an opportunity to:

- Recreate brand position
- Engage associates in telling story
- Develop a strategic plan
- Design new brand template and story



DBA

marketing communications¹

www.dbamar.com

what to
do next

1

Decades of manufacturing
marketing experience

2

Strategic leadership

3

VOICE:
Brand building platform

Why
DBA?

OUR TEAM



Don Becker
President



Madeline Brockley
Account Executive



Melyssa Kent
Creative Director



Mary Blohowiak
Art Director



Cameron DeJong
Production Artist



Stephen Heyes
Web Developer



Lynn Behling
Office Manager

our clients



YASKAWA



SANI-MATIC®



SERVICE METAL
Trust In Every Connection



**ENGINEERING
INDUSTRIES INC.**



SHARE. CREATE IDEAS



- Discovery
- Competitive reviews
- Sales team relationships
- Leadership connections

Give us the right people to
talk to and we do the rest.

interviews

**content
development**

edits

implementation

BRAND IDENTITY

our work



**SERVICE METAL**
Trust In Every Connection

ST. LOUIS • CHARLOTTE • HOUSTON
PH: 800-325-7820 servicemetal.net

MASTER DISTRIBUTOR OF PIPE FITTINGS & VALVES

**SERVICE METAL**
Trust In Every Connection

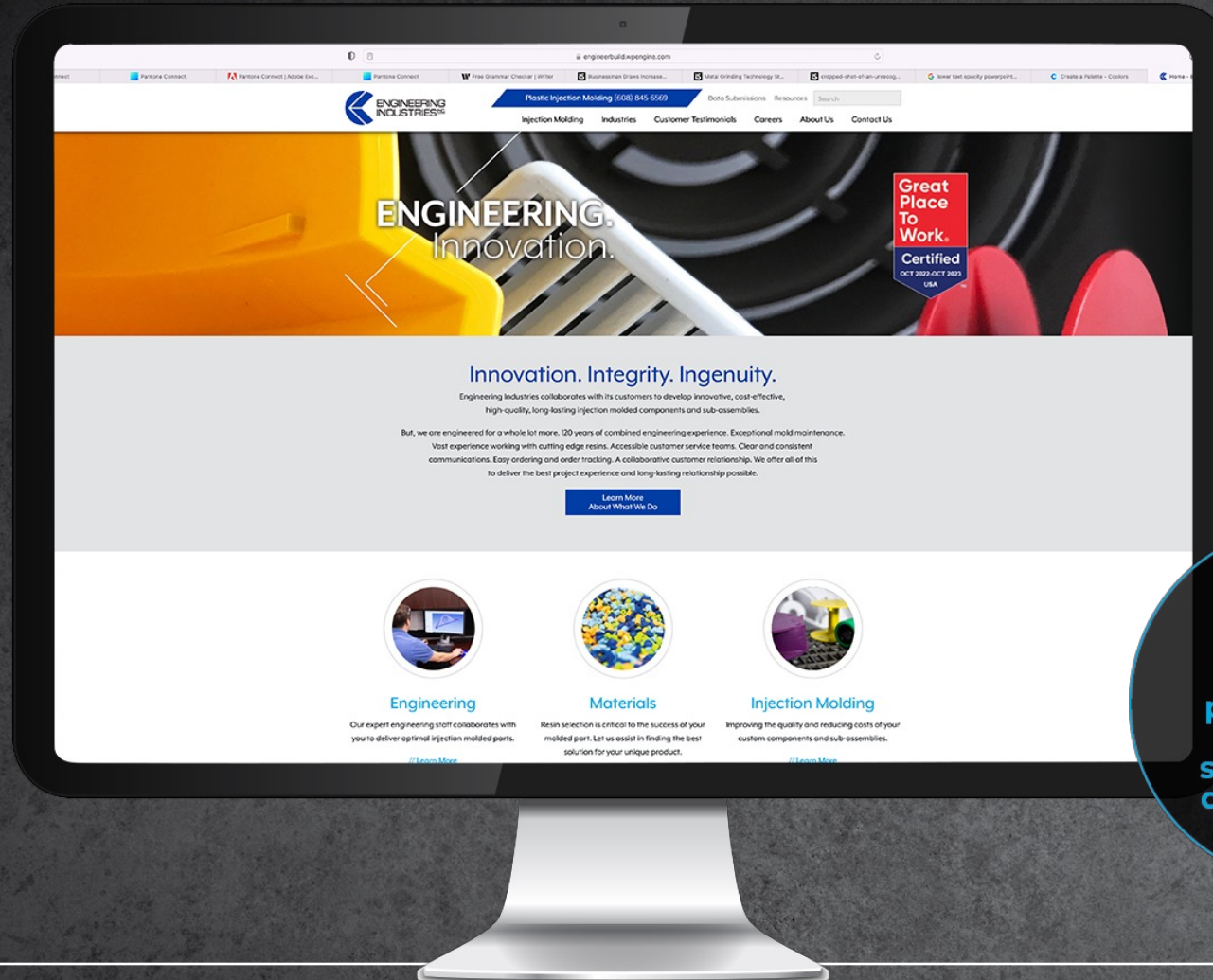
ORIGINAL LOGO

SERVICE METAL
Pipe Fittings, Flanges & Valves



WEBSITES

our work



We have a thorough process for planning and execution stages of web development.

DBA
marketing communications



Well-balanced content and a variety of deliveries create great results.

**RAPID FIRE INTERVIEW WITH
NICK KROLL, VIKING CUES CEO**

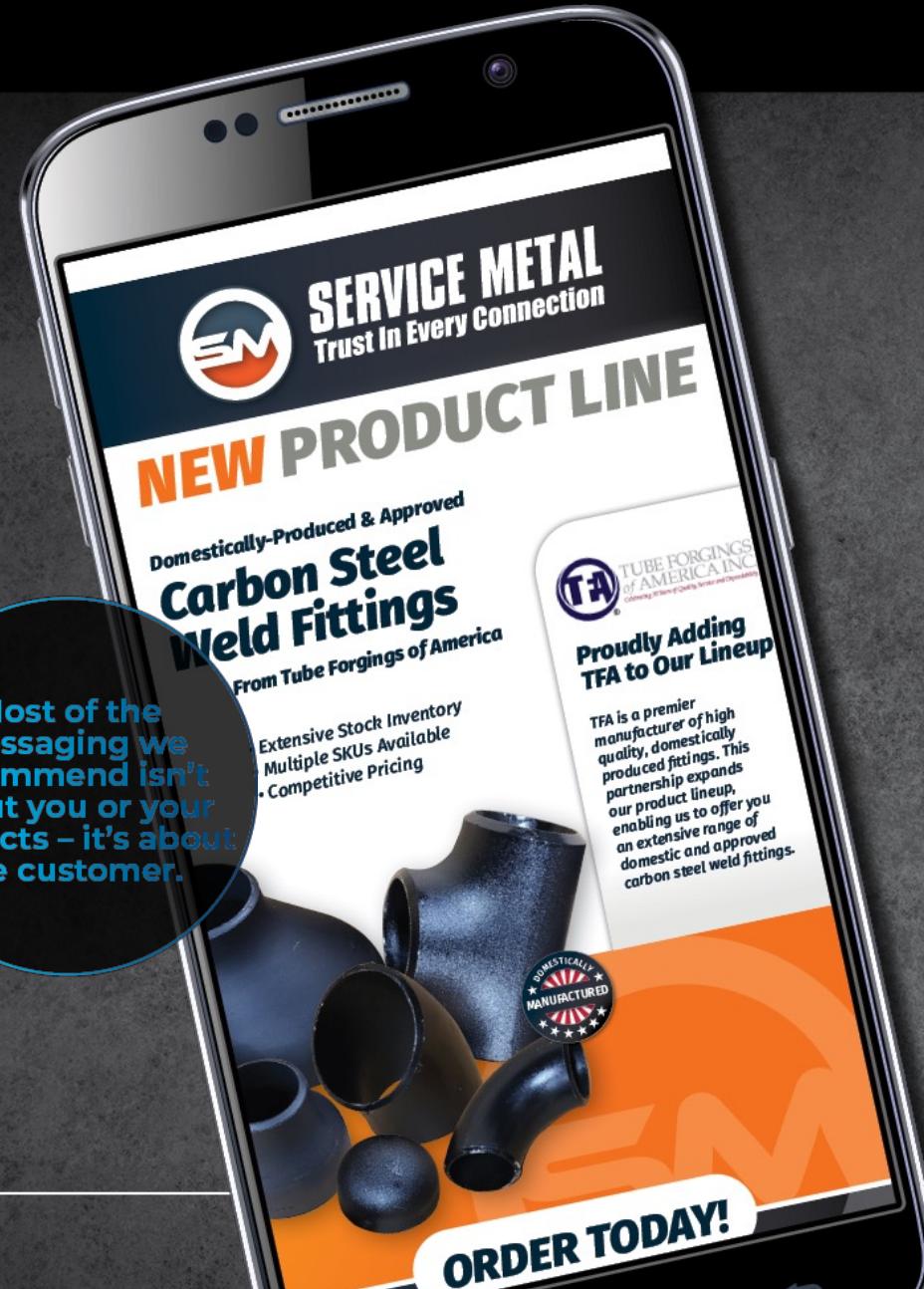
Getting *oval* in a circular economy.

GeoPack®
we serve the planet



TEKNIPLEX
Materials Science Solutions

Most of the messaging we recommend isn't about you or your products – it's about the customer.



TRADE SHOW BOOTHS

our work

Engaging
displays that clearly
communicate value.



COLLATERAL MATERIALS

our work

Bio-Pharm

SANI-MATIC.

UltraFlow®: Powerful CIP in a Compact, Portable Design.

UltraFlow 45 UltraFlow 110

The Sani-Matic UltraFlow is a self-contained, compact and portable Clean-In-Place (CIP) System programmed to accommodate a variety of recirculated CIP applications. Designed for critical cleaning, the UltraFlow meets cGMP and ASME BPE standards.



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◦ **Hygienic Com**
for the Bio-PT



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Clean-In-Place (CIP) Systems:
Validatable Cleaning of Process Lines, Tanks and Vessels.

One-Tank Wash & Rinse Multi-Tank Wash & Rinse



Sani-Matic Clean-In-Place (CIP) Systems are engineered to your specific plant application and utility requirements for effective and efficient process equipment cleaning. Sani-Matic's design and sizing ensure sufficient flow and appropriate pressure to thoroughly remove residue, rinse effectively, shorten cycle times, reduce operating costs and promote worker safety. The CIP Systems meet cGMP and ASME BPE standards.

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Food & Beverage

SANI-MATIC.

Clean-Out-of-Place (COP) Parts Washer:
Thorough Cleaning, Improved Productivity.



The Sani-Matic Clean-Out-of-Place (COP) Parts Washer replaces the unreliable results of manual cleaning with a reliable, productivity-enhancing system. The systems are available in a Configured Design Offering for easy, quick ordering. Alternative Design Requests will be accommodated through custom-engineered solutions.

sanimatic.com

 John The EI Difference

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CULTURE / INTERNAL BRANDING

our work





Let's discuss next steps.
We want to get started
with you!

dbamar.com
(262) 646-5400

thank you