

[-] SITUATION

Mobile Instrument Service & Repair is the nation's largest provider of surgical equipment repair. With headquarters and a thoroughly modern repair facility collocated in Bellefontaine, Ohio, the veteran-owned business also operates satellite facilities in Tennessee and California as well as a fleet of over 175 mobile repair labs. Since its establishment nearly 40 years ago, the company has consistently added to its offering of services and products – and subsequently, found itself awash in a litany of sell sheets and other collateral. Marketing manager Beverly Young realized a more concise and effective vehicle to convey the company's solutions was needed, explaining: "we had dozens and dozens of sheets – it was too much for customers to focus on."

[-] CHALLENGE

Mobile Instrument engaged Studio II to create a single brochure that would replace the numerous sell sheets and handouts. The agency's resulting concept provided a company overview and highlighted key service offerings through an aesthetically pleasing, stepped-page approach that would permit quick reader access to areas of interest. In addition to a series of 10 short folds and uniquely tabbed pages, the 4-color "Equipment Management Solution Guide" layout featured an abstract graphic spanning the front cover and 9 of the page-length subtitle tabs of the 20-page booklet. Gary Stewart of Studio II turned to Homewood for a custom printing and bindery solution to ensure precise fulfillment of his vision.

[-] SOLUTION [Click to see the finished project](#)

Homewood printed the 20,000 guides on our 10-color Heidelberg press, resulting in high quality outputs of even the most detailed medical equipment images. Additionally, the colors of the aforementioned abstract graphic were flawlessly carried throughout the individual pages of the piece. The Homewood bindery department brought the project to fruition, ensuring each signature was properly folded to result in equal tab widths and precise hookups of the abstract graphic from the cover across the tabs of the 9 stepped pages prior to saddle stitching. Mobile Instrument Repair was pleased with the outcome, with Ms. Young sharing: "I just returned from my season opening trade show where I got to really see how well our new brochure was received. I'm happy to say it was a success – both as an informative piece and as a beautiful, simple way to present all that information! I've never been so glad to ditch all of the loose literature handouts we used to pack with us in my life!"

[-] ABOUT HOMEWOOD

Homewood Press started as a traditional printer 85 years ago and has evolved into a provider of custom offline marketing solutions. Our strength is helping customers identify what they want to achieve, while providing the insight and tools to get them there – within budget. We specialize in techniques including the latest in sensory communications, direct mail, literature and more to help your business make an impact. It's all part of what makes Homewood a solutions provider and not just another printer. For more information, visit

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MOBILE INSTRUMENT
SERVICE & REPAIR INC.

CASE STUDY

Mobile Instrument
Service & Repair, Inc.
Equipment Management
Solution Guide
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offline marketing solutions