



From local foam manufacturer to global innovation leader

Client:
Nomaco

Integrated Campaign

1 The Challenge

Not many people really knew what Nomaco did. On the one hand, they make products out of foam that serve a number of diverse industries from construction to packaging to aquatic leisure and beyond.

On the other hand, Nomaco is an industry leader in coming up with new and innovative ways to use foam to solve business challenges for their clients. Some of the products that Nomaco has developed over the years have been brainstormed and designed internally (by Nomaco's Design & Engineering Center) and are based on specific challenges that clients faced. For example, Nomaco invented a foamed alternative to natural cork closures in wine bottles that brought product consistency to the wine industry and eliminated wine taint from random oxidation, cork crumbs and cork breakage. This product boasts a market share of over 40% and has been spun off to its own very successful company.

But for one reason or another, Nomaco was still seen as a foam products 'chop shop'.

Faced with these challenges, and with a big internal marketing push underway, Nomaco reached out to VisionPoint Marketing to for a long overdue web site re-design.

2 What we did

Having no experience in the foam industry, VisionPoint conducted a detailed Strategy Phase to not only get up to speed on industry trends, competitors, and general perception of our new client; but to also define the goals for this new web site.

During the research, two key points were uncovered. The first was that Nomaco is armed with a very powerful differentiator: they truly are innovators. This is supported by a number of very impressive case studies that exhibit a great track record of providing innovative solutions to their clients (one is mentioned above and others are displayed on their new site).

The second key point is that Nomaco holds a unique position in the competitive landscape. In their industry, there are many smaller companies that produce similar products as Nomaco but would not be considered 'innovators'. Then there are the big guys - Dow, BASF, and Bayer - who are innovative but offer everything on a much larger scale. Nomaco falls comfortably in between these two groups of competitors, which is something that we decisively leveraged.

With a strategy in place, VisionPoint forged ahead to develop a web presence that spoke to the target audience (primarily engineers in the industry) and screamed 'innovation' via the site's user experience, while providing enough substantive content to quickly answer the question: What does Nomaco DO?

The home page of the web site was designed in a way that speaks to Nomaco's capabilities in its core industries, provides a module that visually shows its products in use in an average home, and speaks to innovation, all with an 'innovative' approach. The rest of the web site is developed in a way that presents valuable content to the user in more of a straight-forward approach, optimizes the site for better search engine rankings (SEO), and drives the user to take action (a 'contact us' module on every page of the site).

3 Results

Soon after launching the website Nomaco began to see promising results including:

- Average number of visits to the site per day increased 62%
- The home page had an increase of 80% in page views

Total search engine traffic has increased

45%

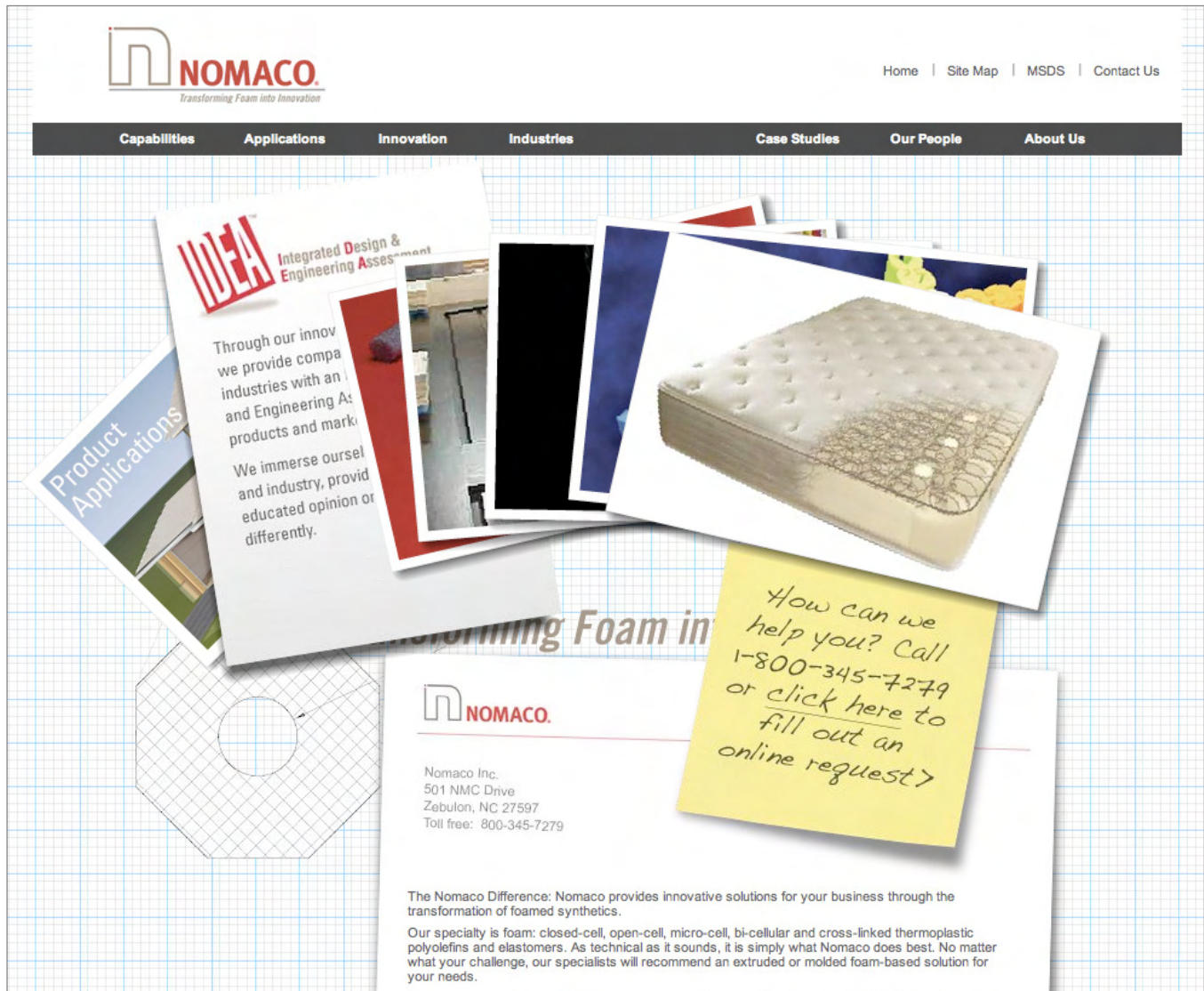
- Total search engine traffic has increased 45%, with over 65% gains in Yahoo! and MSN. Google referrals increased of 40%
- The amount of keywords visitors used to find the website increase over 200%

Happy with their success to date, Nomaco has committed to working with VisionPoint through 2008 and introduced us to working relationships with three of their sister companies.

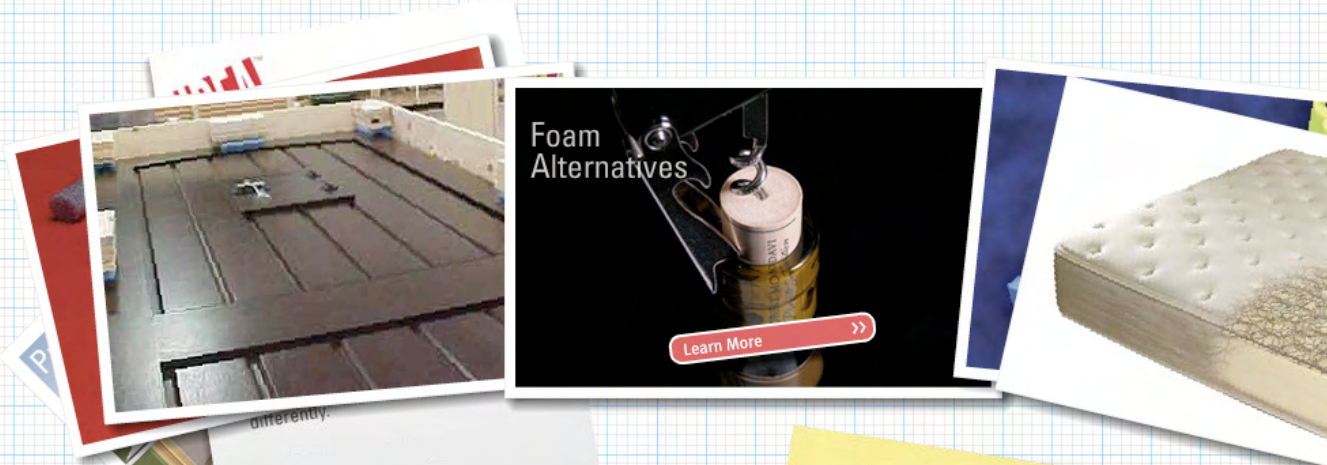
Web site url: www.nomaco.com

Project tasks and deliverables include:

Stakeholder Interviews	Competitor Analysis	Messaging & Content Audit
Marketing Strategy & Marketing Plan	General consulting services	Web site development
Print collateral design	Key metric measurement and reporting	



Web site screen shot (home page)



NOMACO.

Nomaco Inc.
501 NMC Drive
Zebulon, NC 27597
Toll free: 800-345-7279

How can we help you? Call 1-800-345-7279 or click here to fill out an online request

The Nomaco Difference: Nomaco provides innovative solutions for your business through the transformation of foamed synthetics.

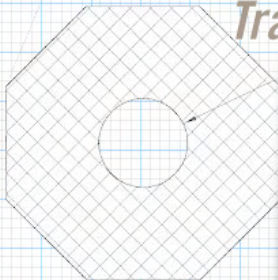
Our specialty is foam: closed-cell, open-cell, micro-cell, bi-cellular and cross-linked thermoplastic polyolefins and elastomers. As technical as it sounds, it is simply what Nomaco does best. No matter what your challenge, our specialists will recommend an extruded or molded foam-based solution for your needs.

Web site screen shot (home page)

Return



Nomaco's development engineers designed a custom Packaging & Protection solution for a manufacturer of high end doors and significantly reduced damages occurring in transit.



Transforming Foam into Innovation

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Web site screen shot (home page)

- IDEA™ Process**
- Foam Efficiency
- Foam Mattress Support
- Preventing Wine Taint
- ModuWall

IDEA™ Process



Transforming Foam into Innovation

Through our innovative IDEA™ process, Nomaco provides companies across many industries with an Integrated Design and Engineering Assessment of their products and market needs. We immerse ourselves in your products and industry, providing you with an educated opinion on how to differentiate your products through the innovative use of foams.



Click here to see how our innovative products are used in everyday life!



Web site screen shot (sub-page)

Client Profile

Nomaco Inc. is a global leader in custom thermoplastic foam extrusions and molded products used in a variety of industries including home furnishings, recreation, packaging, agriculture, marine, transportation and construction. An innovation leader, Nomaco specializes in custom-engineered foam solutions for companies throughout the world.

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