

Bar-Ray Products (Bar-Ray) offers a variety of radiation protective products to suit most diagnostic and imaging applications from healthcare to airport screening.

The company is an international manufacturer with extensive global distribution covering Asia, Australia, Europe, North America and South America.



Bar-Ray Products

Plan

Graphcom's relationship with Bar-Ray began in the mid-1990s. Bar-Ray had used the services of a local business forms distributor and internal marketing resources to support their sales, distribution and marketing programs, but this service provider offered limited print and distribution services needed to support Bar-Ray's increasing global print production needs.

Create

Bar-Ray initially approached Graphcom to manage the production and distribution of their sales forms because of the variety of printing and distribution services they offered, and quickly expanded their use of Graphcom's marketing services to enable a wide variety of promotional activities.

Deploy

Their relationship entered a new phase when Bar-Ray outsourced all marketing functions to Graphcom. Graphcom provides a wide variety of services in support of Bar-Ray's business, including the production and distribution of all product catalogs, development and maintenance of all online marketing assets, public relations and strategic marketing communications. Additionally, Bar-Ray asked Graphcom to provide custom mobile application development services in support of their internal sales operations and quote development processes.

Evaluate

Measure, evaluate, refine, and obsess. Graphcom is results driven, which is why we use meaningful metrics to measure the success of our work. Bar-Ray's goals are our shared goals, which is why we never start a project without clearly understanding their success metrics and the factors in play. We rely on both quantitative and qualitative metrics to measure each project, and we always present our findings in a readily actionable format.

Evolve

In 2011, Graphcom developed, launched and enhanced Bar-Ray's website (www.bar-ray.com) to allow their customers to view and purchase items directly from Bar-Ray in locations where no local distributor exists. A creative SEO campaign targets specific audiences and directs their web traffic to approved product distributors for sales and support. Additionally, Graphcom personnel showcase upcoming Bar-Ray marketing initiatives at annual customer and distributor conferences to further drive upcoming promotional activities.

Graphcom and Bar-Ray continue to collaborate on marketing initiatives designed to reach target audiences with their product offerings.

the **vision** to communicate **YOURS**

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