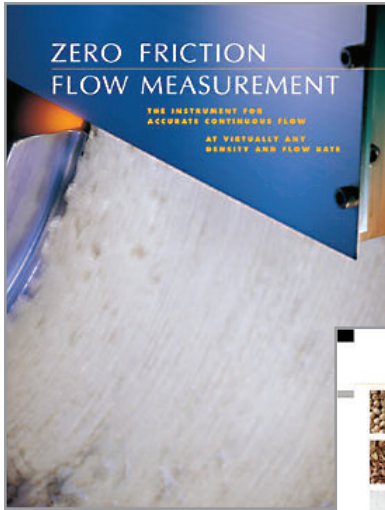


EASTERN INSTRUMENTS

Case History



Centriflow brochure cover and inside page



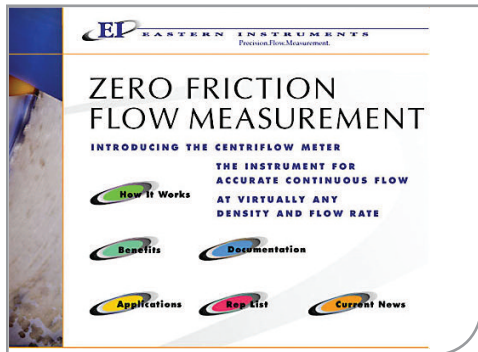
Situation: Eastern Laboratories patented a new device to measure continuous flow of dry bulk products in a manufacturing process. At that time, there was no other comparable measuring tool.

Objective: Create and position the brand and the product.

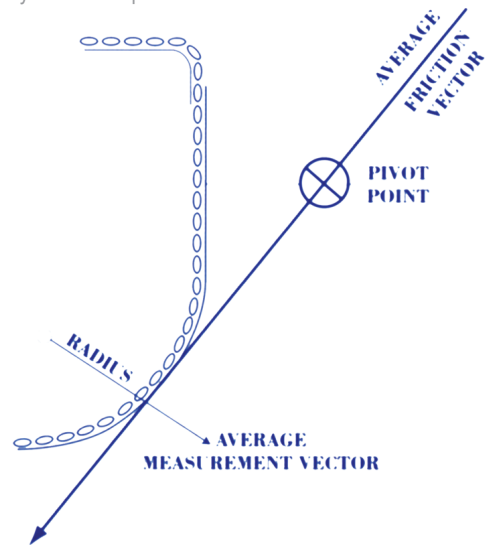
Strategy: Rename the company 'Eastern Instruments' to elevate it above the competition, create a new logo and tagline and position the brand around the unique value of accurate continuous flow measurement.

In addition, Hunter named the initial measurement device the Centriflow™ meter and built its value around the claim "Zero Friction Flow Measurement," a claim which engineers found irresistible to challenge.

Outcome: Eastern Instruments is the leading manufacturer of continuous flow measuring instruments and the Centriflow™ is the category leader for process flow measurement.



Eastern Instruments website



Corporate logo and tagline



Hunter is a brand strategy and communications firm that helps companies build their businesses through the power of a strong brand. For more information, please visit our website at www.rjhunter.com or contact John Willis at john@rjhunter.com or 877.363.0606 x801.