



Case Study

UNOTRON.

With 30 years of OEM manufacturing experience, **UNOTRON, INC.** (www.unotron.com) maintains a global footprint with offices located across North America, Europe and Asia, making everyday computing clean and safe for organizations around the world. Unotron designs, manufactures and markets high quality, washable data input and security devices – including computer keyboards, mice, smart card reader technology – that are easily cleaned and disinfected to mitigate the spread of infection in healthcare, education, commercial and government environments. UNOTRON holds patents for SpillSeal® technology and draws upon a catalogue of patents in automated manufacturing systems and office products.

Strategic Challenges: UNOTRON sought U.S. market entry with the launch of its SpillSeal® washable computer keyboard and computer mouse, as well as accompanying smart card reader and smart card wrist rest. These product launches required targeted messaging that would establish the brand leadership in the healthcare (hospital) market with following adoption in government, education, and commercial environments. The unique patented technology required strong branding to generate new and replacement sales in key audience sectors.

UNOTRON contracted with CPR to launch all products nationally among decision makers and buyers in target audiences. UNOTRON products were positioned as high quality, low cost options that answer demand for cleanliness and disinfection while maintaining ease of use.

A public relations and marketing campaign was designed to generate awareness and sales, instilling confidence among targeted industry associations and key influencers including JCAHO, RID, government technology evaluation groups, school PTAs and foundations, business purchasing coalitions and others.

CPR developed all messaging and positioning for the company, its products and services, establishing public relations and marketing communications platform for successful “go-forward” activities and sales.

Resources Applied:

CPR conducted thorough due diligence and discovery with key UNOTRON leaders to gain understanding of technology, market applications and corporate sales goals.

Targeted messaging platforms were developed for each key audience, including value propositions to withstand media and industry queries.

A press kit was created, including an online media center and print materials.



CPR developed and implemented a formal media launch and ongoing media relations activities.

CPR created a strategic trade show plan: exhibit booth, speaking opportunities and media exposure.

Outcomes and Measures

As a direct result of CPR activities, media placements and initiatives, UNOTRON secured two major sales/distribution contracts within two months of launch.

UNOTRON sales spiked with distributors serving hospital, healthcare audiences as well as direct sales to hospitals, nursing homes and other healthcare environments.

UNOTRON sales for its first year of operations far exceeded projections.

UNOTRON products were profiled by: *The Associated Press (AP), United Press International (UPI), Wall Street Journal, CNN, CNBC, ABCTV, NBCTV, Forbes.com, Health Data Management, Advance For Health Information Professionals, Drug Topics, For The Record, Healthcare Purchasing News, RN Magazine, Dermatology Times, Dentistry Today, Infectious Disease News, Outpatient Surgery Magazine, San Jose Mercury News, NY Newsday, Fierce Healthcare, HealthLeaders, SoftwareMag.com*

UNOTRON products won several “Editor’s Awards” and were named “Product of the Year” by several IT publications.

UNOTRON executives participated in face-to-face interviews with *Modern Healthcare, Modern Physician* and numerous other trade publications.

UNOTRON opened new sales channels among dental and physician offices, food processing plants, educational institutions, commercial businesses and government.

UNOTRON now sells products to all branches of the U.S. Military through the U.S. Department of Defense.

UNOTRON continues to generate a consistent stream of new customer inquiries.

UNOTRON attracted ongoing investments.

CPR continues to expand its relationship with UNOTRON.