

CASE STUDY

THE EVOLUTION OF ONE
LIFE SCIENCE COMPANY

Concordia Medical

> THE SUMMARY

Concordia Fibers, a leading manufacturer of engineered fibers for a wide range of technical fabrics and one of the few textile mills still operating in Rhode Island that has survived, was looking to and needed to evolve. The management team had determined that the right course was for the company to extend its textile expertise to other areas, with particular focus on the medical and bioscience industries.

The company wanted to create a separate and distinct business focused exclusively in the medical field yet keep it connected to its original industrial fiber roots and still under the Concordia name.

> THE COMPANY

From Concordia Fibers, founded in 1920, Concordia Medical was born. This subsidiary would specialize in fiber based medical implants and scaffolds for regenerative medicine consisting of bio-absorbable fibers for tissue-engineering applications. The goal was to work with medical device industry leaders to develop the next generation of medical implants.

> THE ISSUES

Concordia Medical had a name, a seasoned business leader, a strong team, a smart business plan, a unique product, and some well-established connections in the medical device industry.

Now, it needed help defining the company and bringing it to life—the company needed a marketing communications plan and someone to oversee and execute all of the key elements.

With this foray into new territory—a highly regulated one at that—Concordia's challenge was to highlight its existing knowledge and expertise, stay true to its history, as well as increase awareness of its new medical focus and tout its talented and experienced leadership team hired specifically to lead the charge. It was critical that Concordia Medical present itself in the best possible light so that both academic research and medical device industry leaders would look to them to develop and contract manufacture the next generation of medical implants.

BEFORE



AFTER



The Allied Group

was brought in to help Concordia **strategically transition** into a different business space.



> THE SOLUTION

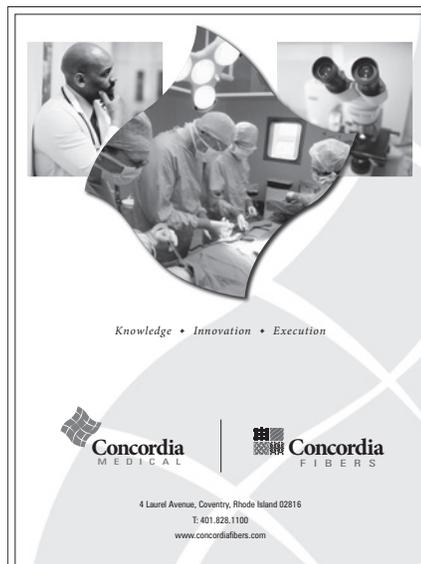
Concordia Manufacturing, the parent company, chose The Allied Group to help them define a look and feel similar to Concordia Fibers, and then develop marketing materials to help launch this new subsidiary.

Allied:

- Created a new logo
- Designed, developed and built a new website
- Designed and printed pocket folders and marketing materials
- Created a new tradeshow booth
- Developed an ongoing and targeted media relations outreach to the medical community, high tech community, RI community highlighting new hires, new products, and new partnerships
- Coordinated an open house event to debut its new facility
- Researched and wrote case studies
- Designed lobby art/graphics for new facility



WEBSITE



PRINT ADS

> THE RESULTS

“The Allied Group has been instrumental in creating our new brand and corporate identity including our new logo, marketing collateral, our web site, as well as helping us to write our press releases and communication to our customers. Since our new web site went live we’ve received a number of high quality inquiries from corporations who specialize in the orthopedic, spine and urology markets who are interested in engaging Concordia Medical on some of their larger projects. We are extremely pleased with the image and the look that the web site and corresponding materials convey about our company.”

Art Burghouwt
Executive VP Medical
Concordia Medical

> THE ALLIED GROUP

The Allied Group helps clients in the areas of Life Sciences/Medical Device/Bio Pharma, Higher Education, Finance & Insurance, and Healthcare & Hospitals with marketing and fulfillment programs. Our collaborative approach includes working with each organization, just as we did with Concordia Medical, to identify the appropriate strategic elements (who and why) to combine all the tactical (what, where, when and how) support service functions in an integrated business model of consultative services.

For more information on **The Allied Group** and what we could do for you, please contact us or visit our website.



www.thealliedgrp.com



CONCORDIA PRESS KIT



www.thealliedgrp.com