

Craig Webb Art, Advertising and Design

Capabilities Case Study: **Windowman USA / WM Industries**

Windowman is an engineering design firm that provides custom-built windows and doors, notably self-closing fire-safe doors and automatic doors for hospitals. Windowman serves most of the institutional health care facilities within the greater New York City and tri-state region.

Windowman's sister corporation, **WMI**, develops facility management and emergency response technologies. Ethical standards and adherence to compliance code specifications are at the core of the Windowman/WMI mission and philosophy, and are incorporated into product applications.



Reliability and service are crucial keys to worry-free entrances.

Windowman Product Marketing

Working directly with company president **Bruce Schmutter**, Craig Webb helped to powerfully, effectively communicate complex products and services with broad application and benefit across diverse vertical and horizontal markets.



Automatic doors are designed to dependably, safely, open and close thousands of times each day.

Messaging championed the value of adherence to federal, state and local product and safety codes, and highlighted the incorporation, programming, and reporting of product and human safety code compliance into Windowman/WMI's programmable products.

Projects included:

- We collaborated on a **technical paper** about doors; authored by Bruce Schmutter and intended for publication by **ASHE** (American Society for Healthcare Engineering). The paper discussed various paradoxes of doors, and compliance issues as they relate to safety, security and emergency response.
- **Client sell sheets** were created to describe Windowman's custom-engineered automatic door product offerings as well as Windowman's history, engineering team, capabilities, services and roster of clients.
- Assistance with modifications to customized installation **contracts**.

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Fire on top of a tall building is very difficult to reach.

WMI Product Marketing

We developed communications for an entirely new class of products whose purpose is to aid facility management and enhance responder safety during emergency response events.

Target audiences varied from engineering and government agency experts to non-technical prospective investors and clients.

We developed an **investor prospectus** to attract marketing capital. The prospectus described in non-technical terms the various component technologies, and their application. It included a business plan that described steps to complete product development, and how products would be introduced to market.

We reached out to decision-makers with **press releases** and short promotional e-mail messages.

Craig Webb created a **logo** to represent the unified suite of products.

Marketing Presentations:

We developed a **product presentation** to present the integrated suite of WMI products to the New York City Fire Department, a desired ally and prospective investor/partner. Craig Webb proposed a **strategy** of presenting information visually prior to the presentation and providing take-away materials, ensuring that the live audience learn and retain lots of complex information to in a short time.

Presentation materials included large product-description wall posters, a PowerPoint presentation and a take-away booklet that described the product suite in detail. Product prototypes were manufactured by the engineering team to physically demonstrate capabilities, add interest, and engage the audience in discussion.

The successful strategy has been employed and repeated in various configurations for presentations to investors, prospective partners or business allies including Northrop Grumman, Silverstein Properties, Tyco, Fireman's Fund Insurance and other private investors.

Bruce has demonstrated his product capabilities to industry captains in various market channels including fire safety, building developers, military and homeland security.



Accurately knowing the situation on the ground in the first moments of an emergency is critical to making decisions that lives depend on.