

PURE LAB SOLUTIONS LAUNCHES A NEW BRAND IDENTITY

ABOUT PURE LAB SOLUTIONS, INC. Located in San Diego, California, Pure Lab Solutions is a certified Women's Business Enterprise specializing in lab water purification systems. With a thorough understanding of the water system life cycle, Pure Lab Solutions guarantees the highest standards of water quality and reliability for critical lab applications. Whether it's for scientific research, drug development, quality testing, or contract manufacturing, Pure Lab Solutions collaborates with clients to specify product needs, supply top-tier product solutions as a Sartorius Master Distributor, and provide installation and maintenance services to deliver a comprehensive solution.

THE CHALLENGE. Pure Lab Solutions encountered challenges while building their first website. The company recognized the need for external expertise and strategic marketing support to effectively promote themselves and build trust with their customers. To compete in a growing market, Pure Lab Solutions aimed to develop a new brand identity.

MEP CENTER'S ROLE. CMTC, the California MEP Center, assessed Pure Lab Solutions' needs, goals, and challenges, and recommended strategic improvements to enhance the company's marketing efforts to promote business growth. CMTC helped Pure Lab Solutions develop a new brand identity by creating various collateral materials, including a sales brochure, a new website, tradeshow booth assets, vehicle wraps, and updated company graphics – all designed to strengthen Pure Lab Solutions' competitive position in the market.

With help from CMTC, Pure Lab Solutions' new brand identity increased visibility and engagement. CMTC continues to support Pure Lab Solutions' business goals by providing employee training and ongoing access to valuable resources, programs, and expert guidance.

"After working with CMTC, we are now well positioned for future growth including increased sales and new hires. It has been a great experience, and we appreciate CMTC's ongoing professionalism."

-Pam Wammes, CEO & Co-Founder

RESULTS



1 job added



\$13,000 in cost savings



\$13,000 in new investment

CONTACT US



3760 Kilroy Airport Way
Suite 450
Long Beach, CA 90806-6858



(310)263-3060



www.cmtc.com

CMTC