

Case Study: Ion Systems, Inc.



Ion Systems, Inc.
 Headquarters: Berkeley, CA
 Product: Cleanroom air ionization
 Market: Semiconductor manufacturing

Key Challenges

Prospects did not clearly understand the science behind air ionization. Products were introduced without an explanation about how or why they worked. PR was nonexistent. Existing print trade ads were neither noticed nor read.

StartupFactory developed the first air ionization "primer" that soon became the industry standard document demonstrating how air ionization could mitigate particle contamination in the cleanroom. Products were reintroduced using product press releases in the leading trade publications, print advertising, and trade show coverage. We organized annual press tours, focused editors on key design wins and authored several feature articles. The result was improved customer understanding, rapid adoption of the new technology, increased interest in products, consistent, positive media coverage, and a doubling in sales activity for six consecutive quarters.



- Program Elements**
- Print Advertising
 - Public Relations
 - Trade show Support
 - Collateral Materials