



OVERLAND AGENCY

"WE'VE ALWAYS BEEN A LEADER IN ADVANCED TECHNOLOGY. OVERLAND HELPED US ARTICULATE OUR NEW STRATEGY ONLINE AS A COMPLETE, GLOBAL PCB PROVIDER. THIS INNOVATIVE APPROACH HAS HELPED OUR SALES TEAM MIGRATE MORE CUSTOMERS TO OUR ASIA PRODUCTION FACILITIES."
-THOMAS INGHAM, VICE PRESIDENT, SALES AND MARKETING, MERIX CORPORATION

Merix Corporation Website

CLIENT: Merix Corporation (NASDAQ: MERX) is a leading manufacturer of technologically advanced, multi-layer printed circuit boards (PCBs). Through a network of manufacturer's representatives, channel partners, and a direct sales force, Merix provides their products to original equipment manufacturers and electronic service providers in a variety of vertical markets.

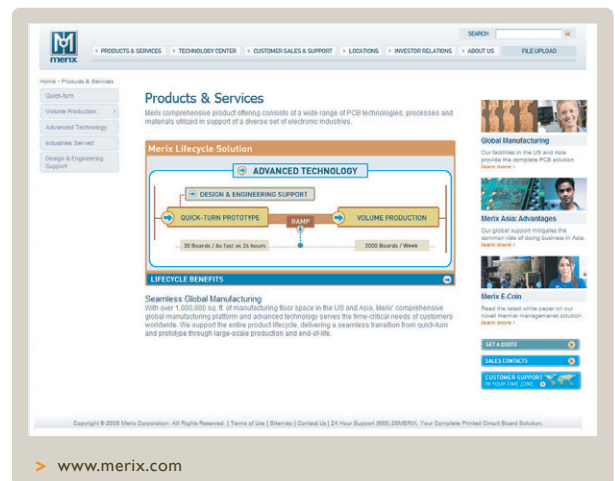
CHALLENGE: Merix achieved a global manufacturing footprint through a series of acquisitions in North America and Asia. As a result, Merix needed to educate the market on their complete PCB lifecycle solution, and the advantages of doing business with a U.S. company in Asia. To effectively communicate this, they needed to overhaul their brand messaging and build a new website that represented their global capabilities.

SOLUTION: Merix turned to the Overland Agency to authenticate the company's business transformation and global leadership in the PCB industry. Overland built a search-optimized, industry-leading website that integrated Merix's three different business segments into one dynamic web presence. Overland also created Merix's 2006 shareholder report to reflect the new brand and business strategy.

RESULT: The new web presence and brand identity educate customers about the advantages of doing global business with Merix, and they're driving more business to their Asian manufacturing facilities. The site clearly articulates Merix's new value proposition and sets a standard for websites in the PCB industry.



> homepage



> www.merix.com



2007 Summit
Creative Awards



2007 WebAward
Standard of Excellence

This project won: