

## OVERVIEW

NexTech Solutions, a small Austin-based semiconductor and flat panel display equipment manufacturer, began the merger process with Dallas-based FAS Technologies, a twenty-year old company serving the same market but with different, synergistic technologies. NexTech Solutions would still be considered by most a start-up in the industry, while the decades-old FAS Technologies had lost its “flair” and its image and reputation were considered stale and out of date.

During the merger process, a newly-formed company, NexTechFAS, was created to consolidate both company’s operations. NexTechFAS now offers complementary technologies with industry-first integrated solutions that are extendable to fast-emerging solar power and plastic electronic applications.

Mercom was asked to help create a new image for the company and build awareness of its new products in both their existing markets and the new markets they were entering.

## OBJECTIVES

- ❑ Develop and implement a public relations program that would drive awareness of the company’s new name and their new products with top industry and analyst publications.
- ❑ Develop a distinct look and feel for the company and merge NexTech and FAS’ stories so their markets could better understand the strategic fit in order to gain exposure for a relatively unknown company in the marketplace.
- ❑ Help the company develop unified internal messaging in order to overcome the struggle of merging the two original companies’ diverse group of employees and management, a critical factor in the company’s overall success.

## SOLUTIONS

- ✓ Implement a pro-active media and analyst outreach program to bring awareness to the company’s new story within the industry, secure media and analyst coverage of their new product offerings and solidify the company as a significant equipment manufacturer within the supply-chain of their perspective industries.
- ✓ Develop a new brand that reflects an image of a fresh emerging technology company.
- ✓ Implement an internal communications program with the vision and buy-in from both sides of the merging companies.
- ✓ Leverage management’s years of expertise in order to establish them as industry leaders for new emerging markets.
- ✓ Drive awareness of the company’s participation in industry events and conferences with attending media and analysts.

## RESULTS

- Garnered significant media coverage of the company and their products in top industry publications, which led to increased lead generation from top-tier manufacturers.
- Secured coverage with well-known analysts from Insight Media and the world's leading research firm, Gartner.
- Began positioning top management as industry thought-leaders by securing interviews with media in industry publications.
- Increased the media and analyst attendance during industry events, conferences and speaking engagements.
- Developed a new corporate identity and messaging that better resonated with media, analysts and the industry. Developed collateral material (Web site, extensive corporate profile, product brochures, letterhead, eNewsletter, logos) to ensure message consistency internally and externally.

"I am grateful for the advice Mercom provided throughout the merger process and am extremely pleased with the strategies they have put in place to communicate NexTechFAS' story to our shareholders and to the marketplace. We have received significant media and analyst coverage due to their efforts. I highly recommend Mercom Capital Group."

*Tony Di Napoli  
President & CEO  
of NexTechFAS*

**pv magazine**  
PHOTOVOLTAIC MARKETS & TECHNOLOGY

**greentechmedia:**

**DOW JONES**  
**Clean Technology Investor**

The Abrams Clean Tech Report

*Published:*

**Solar Industry**

**Gartner**

**Display Daily** THE INSIGHT VIEW

**Semiconductor**  
INTERNATIONAL

**SolidState**  
**TECHNOLOGY**  
INTERNATIONAL MAGAZINE FOR SEMICONDUCTOR MANUFACTURING

Appliance Magazine.com  
SERVING THE APPLIANCE INDUSTRY WORLDWIDE

**INDUSTRY WEEK**  
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