



Above: New website and six page roll-fold flyer

Main: Exhibition design, branding development and leaflet design

"Austin Marketing is very flexible and has pulled things out of the bag for us when we have changed things at the last minute. I cannot speak highly enough of Austin Marketing and David's team, and cannot fault their professionalism and dedication to client satisfaction."

Rob Keane, Managing Director



## Customer overview

Hydratec is a privately-owned specialist lift hydraulic service, maintenance and modernisation company. Operating from offices in Yateley, Hampshire, they employ field-based engineering staff to undertake on-site subcontract work for virtually all of the UK's leading lift companies and hold the status of being one of the leading specialists in their industry.

## Services Provided

- Marketing Consultation & Strategy
- Graphic Design
- Copywriting
- Photography
- Print Production
- Full Website Management
- SEO
- Web Design & Development
- Social Media
- Exhibition Stand Design & Graphics
- Vehicle livery
- Event Management
- Email Marketing

## The objective

In 2010, Austin Marketing were commissioned to produce a new website, the first of four (2010, 2016, 2019 & 2023) that we have produced during our ongoing and lasting relationship. As part of our initial work, we were also asked to improve their visual identity and produce a company brochure.

## Our work

Having been appointed as Hydratec's chosen Full Service Agency, we work closely with them on both strategic and marketing projects. Typical of this was the introduction, planning, naming and launch of Hydratec smart, a full replacement solution for the equipment used in hydraulic lifts, to the market. Over time, we have produced a wide range of internal and external documents including training manuals, brochures and presentations. We have also advised, designed and managed the company's bespoke exhibition presence at LIFTEX, which is held at London's ExCeL Centre.