

Inspire Belief



BrandExtract
makes companies
**more
valuable.**



We accomplish this by taking unconventional approaches to strategy, branding, marketing and digital. We inspire belief in brands, which creates new opportunities, transforms people into fierce supporters, and spurs exceptional growth.

We build value by inspiring belief in people and organizations. **We achieve this by boldly pursuing the BrandExtract mission...**


We inspire people to

Create
Transform
Grow



When people believe
in you, something

**amazing
happens.**



The BrandExtract way is to align your brand strategy with your corporate strategy. Truth inspires belief.

Your stakeholders come to know that they can believe in what you're doing. They become raving fans and steadfast supporters. Your corporate strategy is fueled. And your people and company are inspired to create, transform and grow.



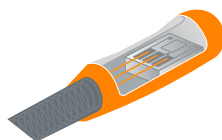
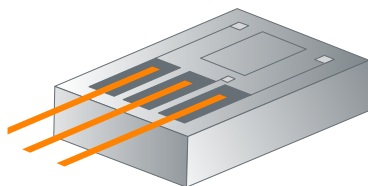
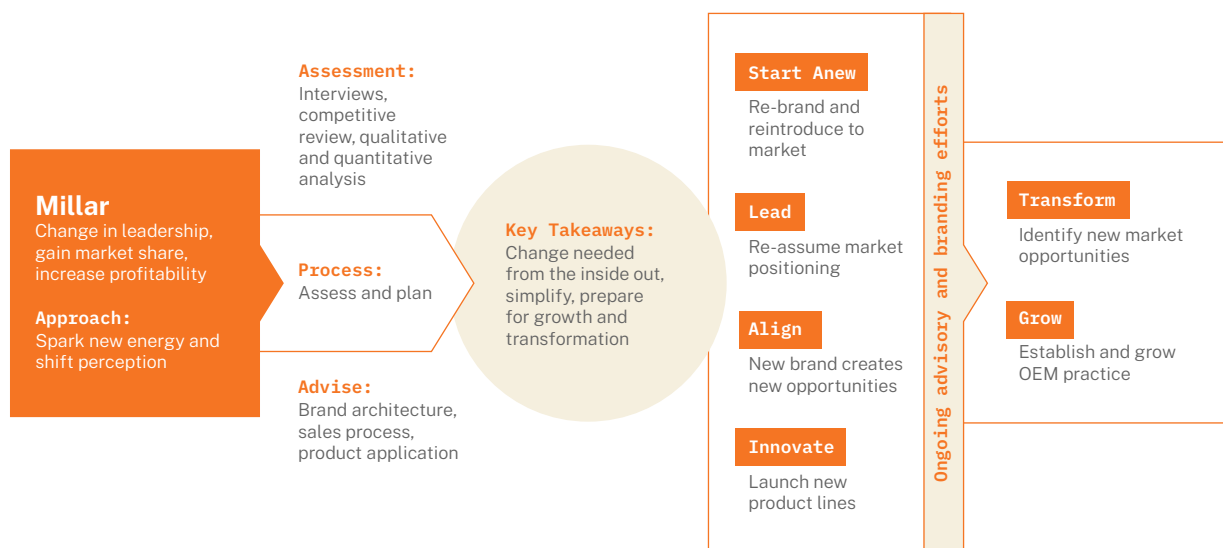
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We **Create** Opportunity

Drawing on deep expertise, keen instincts and advanced data science, we uncover opportunities you didn't know were there, and create opportunities you didn't know were possible. We develop solutions that help you reach your most ambitious goals and drive value for your organization. Open new markets, develop and launch new products, attract top talent, boost high-grade leads and seize market share. All these opportunities and more are attainable when you build your brand to build your company ■

Millar

When Millar came to BrandExtract more than a decade ago, its business was facing formidable challenges. Executive leadership had changed, Sales were flat, innovation had slowed. Every aspect of the company needed to be revitalized, including the brand. We started at the foundation with a strategic assessment. From there we rebuilt Millar's brand from the ground up. To this day we continue to help this client outperform its competition and extend its leadership position.





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Expertly Integrating Pressure Sensing Technology



Millar is your pressure sensor technology expert when you need innovative, integrated solutions to take your medical device from concept to commercialization fast, efficiently and cost-effectively. We partner with you to push the limits of pressure sensing technology, advancing medical understanding and life-saving innovation.



Advancing Medical Innovation



Collaborating for OEM Breakthroughs

Millar OEM Solutions brings innovation to life. Our highly skilled engineers follow the collaborative processes we've developed



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Bringing OEM Breakthroughs to Life

Millar OEM Solutions partners with global leaders in technology, manufacturing and healthcare to turn breakthrough technologies into life-saving innovations. Our high-performance MEMS pressure sensors and wireless pressure platforms seamlessly integrate with clinical and life sciences advancements to improve patient outcomes and shape the future of medicine.



DeviceTalks Tuesdays: Webcast Recording

In this recorded webcast, listen as our OEM team discusses the advantages of making medical devices smarter by integrating MEMS sensors. Additionally, they talk through some of the current trends of contract design and manufacturing services and how Millar stands out in the Medtech space.

[Watch Now](#)



DeviceTalks Tuesdays
 Streamlined, smart, accessible, and easy to use.
 MEMS
 CONFORMABLE FLEXIBLE STRUCTURE
 20-140

**Making Medical Devices Smarter:
 The advantages of working with a MEMS sensor integrator**
 TUESDAY, FEBRUARY 22, 4PM EST

Leading Pressure Sensor Integration Process

1 of 7

Determining Best OEM Integration Solution

Millar's feasibility studies determine the best pressure sensor integration solution for your medical device. Leveraging our extensive pressure sensing technology expertise, this initial testing and analysis phase identifies potential issues early in the development process, eliminates unnecessary costs and delays, and gains insight into project scope and future manufacturing requirements.



30%

YoY growth rate following their rebrand

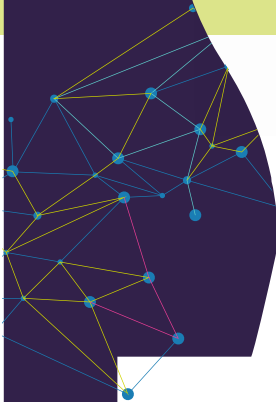
Transformation

Took them from a catheter manufacturer to an OEM partner that is essential to life-saving technologies across the globe



CHANGE

PERSPECTIVES



OPPORTUNITIES

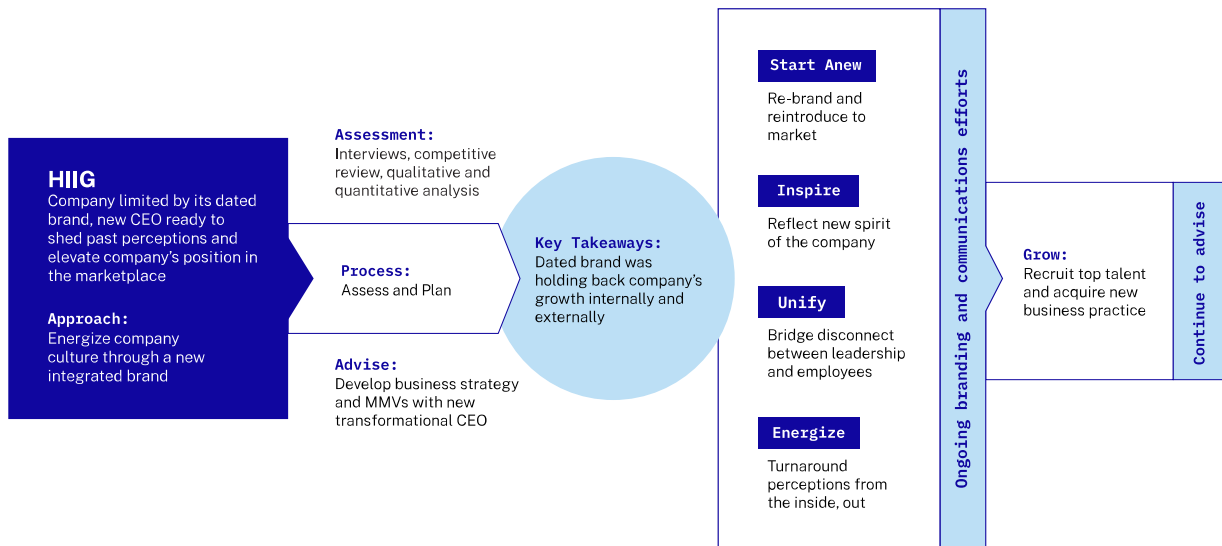


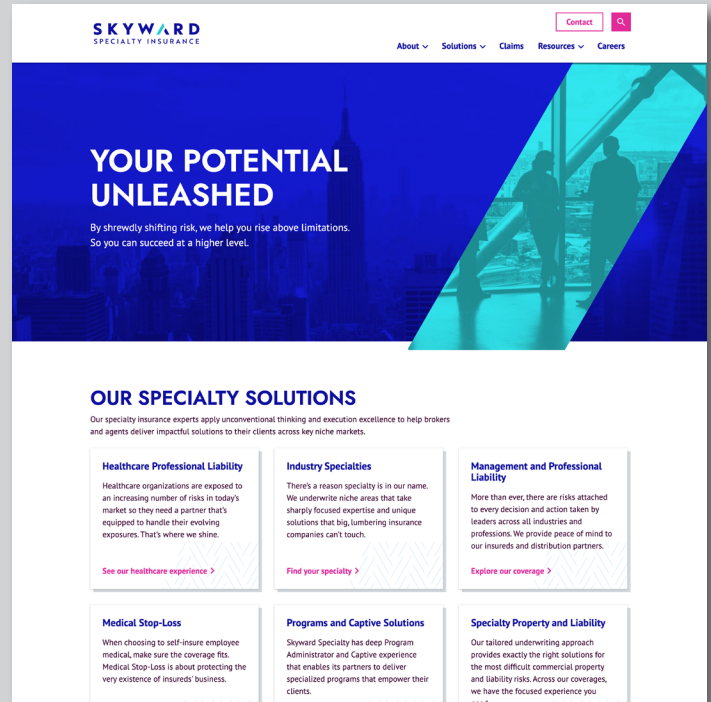
We **Transform** Mindsets

BrandExtract helps you accomplish your goals by inspiring belief in your brand. We do this by aligning your brand strategy with your corporate strategy, so the expression of your brand rings true. This means we transform common mindsets to reflect the greater goals and direction of your company. We transform the way your own people think about the strategy, leadership and trajectory of your company. And we transform the way customers, competitors, markets and whole industries think about your brand ■

Skyward

Houston International Insurance Group (HIIG) needed to move beyond the limitations of its current name and brand. The company's branding was outdated, mispositioned, uninspiring and even carried some negative baggage internally and in the marketplace. We helped the company launch itself as Skyward Specialty Insurance, shedding past perceptions, reflecting the company's bold evolution and elevating the company to higher levels of opportunity.





Redefined
and energized a culture that
was stagnant and languishing

1,000+
website users to the new site in first
month following launch



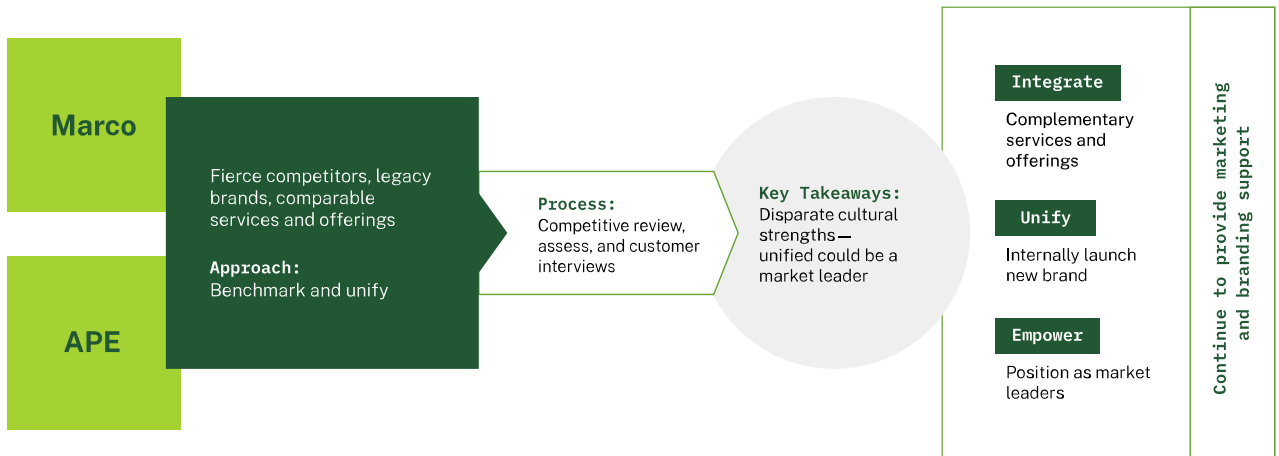


We **Grow** Value

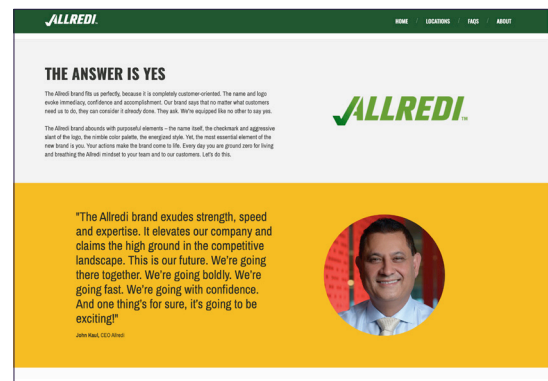
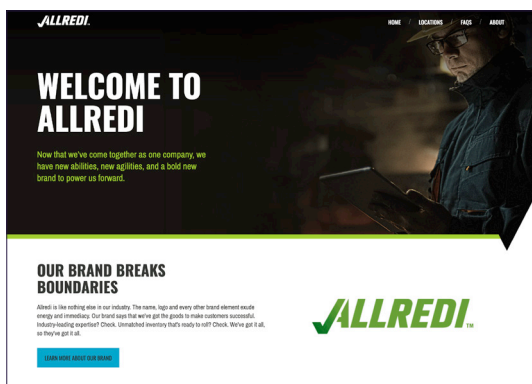
At every step, in everything we do, our focus is set on making your company more valuable. This may be a literal goal, such as growing your bottom line or growing your valuation in advance of a merger, acquisition or IPO. It also means we help you grow the perceived value of your offerings, so customers believe the prices they're paying you are right and good. Furthermore, it means growing the value of your company in the eyes of your most coveted recruits and in the eyes of your investors who are constantly seeking bigger and better returns ■

Allredi

When two rivals decided to join forces, they knew they would need a strategic partner with strong merger integration experience. BrandExtract helped them unite under a dynamic new brand – Allredi. Rather than recycle remnants of either company's past identities, we started from scratch. BrandExtract conceived and built a wholly new brand and helped the company launch it during the first few months of the COVID lockdown, with great success.



ALLREDI





**WHEN ALL
YOU NEED IS
EVERYTHING**

ABRASIVES / BLASTING / COATING / DUST COLLECTION
SAFETY / RENTAL & SERVICE / VACUUMS / WATERJET

Formerly Marco and APE Companies

Industry-leading expertise. Unmatched inventory.
Nationwide locations. Fast service. We've got it all,
so you've got it all. See for yourself.

Call 800-252-7848 or visit allredi-us.com.

ALLREDI™



300%

increase in social following

85%

participation at brand launch events

Practice Areas



Strategy

We align all elements of your business strategy and connect them with the people you need to reach, so they believe and embrace your direction and actions.

WE DO THIS THROUGH:

- Organizational Assessment
- Activity-Outcome Alignment
- Data Science
- Predictive Analytics
- ESG Consultation
- Business Projection Modeling

We create a visual and verbal story that reflects your true essence and facilitates your goals, allowing you to convey your authentic brand to the world.

WE DO THIS THROUGH:

- Brand Insight
- Brand Experience
- Brand Strategy
- Brand Engagement
- Brand Positioning
- Brand Launch



Branding

We deploy a tailored approach to marketing so that your message is reaching its desired audience, all while measuring performance and iterating to make sure it's driving desired results.

WE DO THIS THROUGH:

- Search Engine Marketing (SEO)/PPC
- Video Marketing
- Email Marketing
- Content Marketing
- Inbound Marketing
- Marketing Automation
- Social Media
- Traditional Marketing

Marketing



Digital



We build and integrate advanced digital technologies to create experiences that enhance your brand, empower your people and captivate your customers.

WE DO THIS THROUGH:

- Web Design and Development
- Systems Integrations
- Mobile and Web Applications
- Software Development
- User Experience Design
- Business Systems Processes

The Path to Success

1



Assess

We find the challenges and uncover the opportunities.

The first step is to map the lay of the land, revealing where you stand among your competitors and audiences. We apply science, experience, and instinct to draw a clear picture of where you want to go and how to get there.

2



Develop

We create the toolkit to achieve your goals.

Next, we develop plans based on the information that emerged from the assessment, building the elements needed to put it all into action. This stage is where you see the strategy, positioning and outward expression of your brand come to life.

3



Launch

We put your plan into action.

Now it's time to put your newly developed brand out there into the world. From internal launches to external marketing, we implement all campaign elements and verify that everything's working the way it should.

4



Manage

We assess the approach and refine. Once everything is up and running smoothly, we make sure it stays that way. At this stage, we measure your results compared to expectations. If needed, we make adjustments to improve performance, from strategy to execution.

**Ultimately, we make
you more valuable.**

So you
can grow. ■



Let's do this.



Visit brandextract.com

or call a brand strategist at 713.942.7959

