



## FOR IMMEDIATE RELEASE

### **Nixon Medical Introduces New Service-Centered Corporate Brand and Website**

*The live website, featuring the new brand, centers on the Company's premier focus on service since 1967*

**New Castle, Delaware, April, 10 2018** – Nixon Medical, the leading service provider of medical apparel and linens serving outpatient healthcare centers, announced today the launch of a new corporate brand identity, tagline and website, [nixonmedical.com](http://nixonmedical.com). The new brand centers on the Company's service experience that allows practice managers to sustain focus on the critical needs of their patients.

The branding exercise, which took place throughout 2017, utilized market research, Net Promoter Score input and customer testimonials to uncover what outpatient facilities including those that are subsidiaries of hospitals and health systems, value most in a service provider. With increasingly high-demands for practice managers to oversee operations and cater to patient needs, the research deemed reliable service paramount. The new tagline, All About Service™, messaging including The Nixon Medical Service Difference™ and website effectively bring the Company's service focus to the forefront.

"As the outpatient healthcare market continues to grow, practice managers are relying more on service providers that operate less like vendors and more as trusted partners," said Jason Berstein, President of Nixon Medical. "Our Company has always focused on the service experience we deliver to our clients; and through this branding exercise and with data to support the prominence of customer service within our market, it was not only opportunistic but critical that our identity reflect our service difference."

The corporate brand features an updated name, Nixon Medical, supported by a generic descriptor in the logo, Apparel & Linen Service Specialists. This strategic renaming clearly and concisely describes the market that Nixon Medical serves, and with what products, while bringing its service focus to the forefront. The logo, which uses the brand's updated color palette of legacy blues and other cool tones, features a stylized 'X' to represent the coming together of Nixon Medical and its clients. The diamond formed in the middle of the letter demonstrates a best-in-class experience for all.

Activating the brand, the responsive and mobile-friendly website features the Company's new name, tagline, logo, color palette and messaging platform through a clean and modern design. With an intuitive navigation that promotes an optimal user experience, the site's strategically placed call-to-actions help users quickly access the product catalog, request samples and contact customer care.

"On behalf of the entire team at Nixon Medical, we are so pleased to launch our new brand and website and finally provide our outpatient market and current clients with an accurate portrayal of the value we offer," said Tracy Chamblee, VP of Marketing at Nixon Medical. "Founded in 1967, Nixon Medical proudly upholds the same service values on which it was built, and now with our new identity and interface, we have a proper platform to demonstrate our committed service values to stakeholders."

View the new brand and website at [www.nixonmedical.com](http://www.nixonmedical.com).

### **About Nixon Medical**

Nixon Medical is the leading service provider of medical apparel and linens serving outpatient



healthcare centers since 1967. The Nixon Medical Service Difference™ combines our focus on service and outpatient facilities with proven processes, technology and an enriching culture to save practice managers' valuable time, money and resources and deliver a better patient experience. Nixon Medical's facilities and techniques meet or exceed OSHA and CDC standards and the Company is certified by the Healthcare Laundry Accreditation Council. Visit [www.nixonmedical.com](http://www.nixonmedical.com).

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