

CASE STUDY

From Small
Family Business to
**National Leader
in Medical Apparel
Services**

NIXON
MEDICAL



**PARTNERING
SINCE 2017**



Nixon Medical was founded in 1967 by Murray Berstein in Chester, Pennsylvania, originally as a consumer dry-cleaning business. Recognizing the untapped potential in the apparel rental market, Murray quickly pivoted the company's focus, transforming it into a B2B textile management service provider. Over the decades, Nixon Medical has grown into a trusted leader of medical apparel and linens while remaining proudly family-owned and operated. The company continues to uphold the same commitment to exceptional service and care that has been its hallmark since day one.

When this family business of 50 years came to Sagefrog, we knew we had our work cut out for us. With big hearts, a great offer, and mighty goals, Nixon Medical challenged Sagefrog to build a brand that reflects decades of experience and exceptional customer service and use integrated marketing to grow into a nationally recognized brand.

Tailoring a Solution for
Nixon Medical →



GOALS

Nixon Medical aimed to align its branding with its decades-long reputation for high quality and customer focus. Additionally, the company sought to implement a go-to-market strategy to support its growth and expansion goals, differentiate from competitors, and enhance alignment between marketing and sales.

KEY OBJECTIVES INCLUDED:

Brand Overhaul

Modernize the brand to showcase Nixon Medical's legacy of quality while standing out in the competitive market.

New Website & UX

Create a user-friendly, visually appealing website tailored to outpatient centers.

National Growth Strategy

Launch an integrated marketing plan to drive leads, expand into new markets, and build customer loyalty.

Higher Marketing ROI

Implement a results-driven approach to ensure efficient, high-impact campaigns.

Data-Driven Tactics

Implement data-driven tactics and a digital-first strategy for sustainable growth.

Marketing & Sales Alignment

Create measurable goals and communication mechanisms to ensure cross-departmental alignment.

TARGET MARKET

Hospitals, Health Systems,
Stand-Alone Facilities with
Outpatient Offices

New England, New York,
Mid-Atlantic, Florida, Texas

Office Managers, Facility Managers,
Supply Chain Executives

SOLUTION

Sagefrog reimagined Nixon Medical's brand with a vibrant and modern identity, delivering a cohesive transformation that included a new logo, custom imagery, engaging tagline, comprehensive messaging platform, and state-of-the-art website. The initiative also integrated HubSpot CRM and a fully aligned marketing strategy to boost brand awareness, drive leads, attract top talent, and achieve broader business goals.

HERE'S WHAT SAGEFROG DELIVERED:

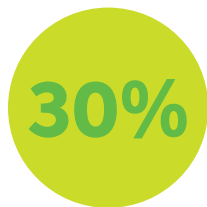
- Comprehensive brand strategy with a detailed launch plan
- Modern, user-friendly website tailored for outpatient centers
- Implementation of HubSpot CRM with marketing automation
- Fully integrated marketing strategy to align all efforts
- Digital marketing initiatives for brand awareness and lead generation
- ABM and Drift conversational marketing to personalize engagement
- SEO optimization and thought leadership content creation
- Campaign emails for special offers and nationally recognized days
- Public relations campaigns to support market expansion
- Engaging social media and video content featuring employee testimonials
- Employer branding and marketing for recruitment and associate engagement





A Leading National Brand in Medical Apparel & Laundry

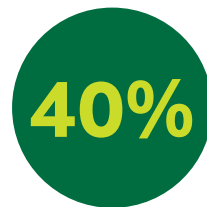
With a refreshed brand, modern website, and strategic marketing program, Nixon Medical became a nationally recognized industry leader. Achievements include significant revenue growth, physical expansion, workforce development, and lead generation, further solidifying its position as a market leader in medical apparel and laundry services.



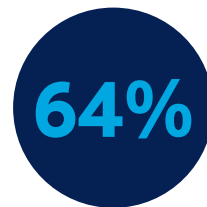
INCREASE
IN REVENUE



NATIONAL
EXPANSION



INCREASE
IN EMPLOYEES



INCREASE
IN LEADS

“ We came to Sagefrog knowing we needed to communicate our service difference more prominently. At the start of our engagement, Sagefrog made a few bold naming and positioning recommendations that would bring our service difference to the forefront, and those changes, along with the new branding, website, and integrated marketing program, have been highly successful.”

TRACY CHAMBLEE
VICE PRESIDENT OF MARKETING
NIXON MEDICAL

Driven by Better B2B Marketing with Sagefrog

From building your brand to amplifying it with integrated marketing, we're here to make a real difference in your success story. Our focus remains clear: driving tangible results and superior ROI for companies in healthcare, technology, industrial, and business services. **Will yours be next?**



LET'S TALK ABOUT YOUR NEEDS

sagefrog.com | (215) 230.9024

62 East Oakland Avenue
Doylestown, Pennsylvania 18901

