

## ***Back to the fold; NBS Design partners with Protean to support business growth***

**Integrated B2B Marketing specialist Protean Marketing is celebrating the return of former client, NBS Design. Now under new ownership and strategic direction, the EMS specialist approached Protean to support current business growth as it strengthens its position as a one-stop design engineering, manufacturing, test, verification and supply chain management solution.**

Under the terms of the new agreement, Protean will initially be charged with dramatically extending the size, scope and content of the NBS website. Since the Santa Clara-based contract manufacturer has significantly increased the remit of its EMS operations following the acquisition of CompServ, it is critical that current growth is supported by a web presence that not only reflects its status, but also, one that acts as a valuable, interactive resource accessible to customers and prospects worldwide. Protean is also charged with producing a range of promotional collateral for NBS, applying its creative and strategic expertise in a range of electronic direct marketing and press relations initiatives.

NBS President Michael Maslana explains: “In today’s challenging global market there is tremendous opportunity for domestic EMS providers skilled at running flexible operations capable of consistently delivering quality products. Having now combined CompServ’s organisational infrastructure and supply chain expertise with NBS’ stellar reputation for quality EMS, we’re now a serious contender on the manufacturing industry’s world stage. That’s why we turned to Protean, because we

knew they had prior knowledge of the business having worked on successful initiatives for NBS in the past, and are confident their expertise is what we need to enhance the accessibility of our business moving forward.”

Protean Director Rich Heimsch adds: “We’re delighted to be back working with the team at NBS – these are exciting times at the company and we’re looking forward to playing a role in its future success. Technical and promotional copywriting is a core Protean competency and is an unusual blend of crossover skills. Combined with our creative design expertise and understanding of web technologies, this will enable us to build a truly dynamic NBS web presence, in addition to delivering supporting collateral and ongoing strategic consultancy. Recent growth means that the global manufacturing industry will be hearing much more from NBS, and with our support, we’ll make sure this happens!”

**-ENDS-**

Protean Marketing Communications Ltd is a comprehensive, business-to-business communications agency with offices in the UK, US and Asia. Founded in 1991, the company’s integrated marketing and strategic branding expertise combines uniquely with its passion for communications and wealth of creative energy. Using advertising, PR, direct mail, electronic media and design, Protean effectively conveys the core business messages of its clients to target audiences worldwide. Underpinned by its proven Brands by Design philosophy, Protean’s in-depth expertise has consistently developed positive and sustainable brand identities for a diverse client base.

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