



Barry Group's 3 step process delivers sustained success



A.S.S.T (Formerly Allegheny Solid Surface Technologies)

A.S.S.T.™ is a premier fabricator in the solid surface industry. First, the company came to Barry Group to create an identity for one of their unique products where Dupont's Corian is thermoformed to feature a textured surface.

Next, they asked us to tackle an evolution of the company's brand. Their capabilities were extending beyond solid surface to include casework and their old name was limiting their ability to grow.

Generate opportunity and growth

Thermoformed Corian product

To develop the Corian product identity, we conducted extensive qualitative research with the target buyer, architects. We also compiled industry research. From this information we concluded that there was a unique niche for the product. We also became intimately familiar with architect's buying decision process.

Allegheny Solid Surface Technologies brand identity

When we tackled A.S.S.T.'s core identity, the Barry Group team conducted a Brand Workshop where we identified Allegheny's uniqueness – the company's team becomes passionately committed to their customer's success and delivers solutions that work.

Develop powerful sure-fire solutions

Thermoformed Corian product

We suggested Sculptcor as the name of this unique product. Based on our understanding of the architect's buying decision process, we recommended a logo and creatively-driven lead generation effort involving dimensional handouts and mailers coupled with sample kits.





Allegheny Solid Surface Technologies brand identity

“Beyond Surface Level Solutions” was the brand positioning statement we developed. Our research demonstrated that most customers already referred to the company as A.S.S.T. so we suggested evolving the name to be simply A.S.S.T. and developed a new distinctive logo.

Implement to deliver sustained success

Sculptcor is an ongoing success for A.S.S.T. and the new name, brand and logo, that were only recently implemented, have met with rave reviews. A plan to measure the effectiveness of the new identity was put in place and will give us the ability to quantify the success of this effort in the future.