



TECHNICAL CONCEPTS CAME TO US HOLDING A PATENTED TECHNOLOGY.

WE HELPED THEM FORGE A STRATEGIC APPROACH NO ONE COULD TOUCH.



Technical Concepts (TC) is a \$100 million company and a pioneer in automated, hands-free controls for commercial washrooms. Entering the residential marketplace would be a whole new ballgame.

TC recognized an innovative product is a good start but it won't get you all the way home. Not when you're taking on the giants in the multi-billion dollar residential plumbing fixture marketplace.

They asked us to provide strategic counsel and to help plot their course to market.

First, we think.

In this case, we thought it was best to listen.

K&A performed one of their most comprehensive research projects to date that included surveying designers, editors, industry influencers and plumbing manufacturers and as well as their representatives.

After a thorough presentation to TC's Board of Directors, K&A was vested with the responsibility to implement a consumer and trade Public Relations campaign and to develop a Pioneer Charter Partner Program.

FROM BLACK BOX TO BRAND TO BOTTOM-LINE.

What we heard was loud and clear. There will be incredible value in TC's hidden black box. It's a proximity automation control that makes faucet handles archaic.

Yet the cost of launching a residential line of fixtures is incredible and then some.

This had us thinking, "Was it necessary?" Why take on competitors when we could make them customers.

Not when the component, instead of the fixture, becomes the product. Not when the component produces a true consumer benefit.

Not when this component has the power to create not just an evolution, but a true revolution.

INTRODUCING RADIUS™

K&A focused the Radius Technology Campaign on the trade and high-end consumer media, to educate the kitchen and bath industry on TC's advancements and capabilities.

We arranged and orchestrated dozens of appearances with media, including being filmed for HGTVPro.com and fielding calls from TV prospects like HGTV's "I Want That" and "Kitchen Trends."

Shortly after the campaign began, TC, in their partnership with the custom, high-end plumbing manufacturer Waterdecor, was awarded the Decorative Plumbing and Hardware Association's (DPHA) "Most Innovative Product" of the Year for 2005.



THE RESULTS

The kitchen and bath market now knows who Technical Concepts is. Designers across the country are incorporating Waterdecor and Opella faucets with Radius Technology into their clients' design plans.

The marketplace has embraced proximity automation and Radius Technology has grown into Phase II applications including integration with soap dispensers and automatic flushing systems for the toilet.

Radius Technology has graced the pages of Kitchen and Bath Design News, Kitchen and Bath Business, Custom Home, Supply House Times, Pittsburgh Post-Gazette, The New York Times and The Wall Street Journal to name a few.

AND IT'S JUST THE BEGINNING...

