



For Immediate Release:

John Reiss
Barrett Communications, Inc.
617-577-9500
info@barrettcommunications.com

Barrett Redefines Brand for Industry-leading Software Company

CAMBRIDGE, MASS—Barrett Communications recently completed a series of projects reflecting a rich mix of design media that encompasses the Mathsoft Engineering & Education brand. Mathsoft pioneered calculation management solutions that protect engineering innovation, investments, and intellectual capital while improving organizational efficiency and productivity.

With the introduction of a revolutionary new product, Calculation Management Suite, Mathsoft required a design and branding refocus for all of its corporate and product marketing communications to better represent the company as an industry and enterprise-wide solution provider while maintaining the importance and integrity its flagship product, Mathcad.

Barrett redesigned a system of materials for both print and Web that tells the high-level story of Calculation Management and the nuts-to-bolts stories supporting their products, services and training efforts—thus ensuring a consistent and compelling Mathsoft brand story through every stage of the sales cycle. Deliverables included corporate and product Web sites and accompanying collateral suites, product packaging, splash screens, event logs, trade show booth graphics, direct mail, and user interface design for product applications and icons.

"In preparation for our Calculation Management Suite product launch, we knew Mathsoft would need to rely on the experience and talents of a top-notch integrated media design firm," stated Bernard Buelow, Director of Corporate Communications. "Barrett's work with us during this transitional period further defined their role as a valuable and significant extension of our marketing team. Simply put, their value far exceeds their costs."

Founded in 1987, Barrett Communications is a big-picture integrated media design firm that believes successful communications involve an audience in a clear and motivating dialogue across a rich mix of print and interactive media. To achieve this goal, they engage clients in collaborative and honest interactions resulting in design solutions that speak, solve, and sell.

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