



CASE STUDY



Strauss Brands Needed Written Materials That
Reflected the Company's Heritage of Quality;
Papercheck Accomplished That – and Much More



Strauss Brands Needed Written Materials That Reflected the Company's Heritage of Quality; Papercheck Accomplished That – and Much More

When you are a company committed to delivering the highest quality meat products to your customers – and doing so by being a leading force in humane animal production and environmental sustainability – everything you do must reflect that quality and leadership image.

That includes your marketing materials.

Strauss Brands

Strauss Brands, founded in 1937, is a family-owned and operated third-generation company and provider of the highest quality veal and lamb products to wholesalers, retailers and consumers across the nation. It is also aware of its responsibilities in reference to compassion for animals and environmental sustainability.

Two years ago, the Franklin, Wisconsin company decided to lead the industry, and went back to the “old world” way of raising calves and lambs – on pasture, eating grass and nursing. Strauss developed a rigorous series of protocols that not only ensures humane treatment of the animals, but also improves the environment and reinforces the importance of sustainability.

In June 2008, the company launched the Strauss Free Raised® brand. Strauss has producers all over the country working with its rigorous set of protocols, providing the company with a year-round supply of fresh meat.

New Methods, New Demographics, and New High-Quality Materials

As part of this evolution, Strauss Brands found that it was serving a new consumer market demographic. That called for a different type of marketing than the company had ever done before.

It required higher quality and more sophisticated marketing, as well as an increase in the marketing activities themselves.



Key Challenges

- Providing *high-quality* written materials that properly reflect the company's attributes
- Managing editing expenses Meeting tight deadlines
- Finding a professional editing service that is reliable, efficient, and accessible

Solution Summary

Quality is a major component of the Strauss Brands family heritage. Every piece of written material that goes out to the public must reflect positively on this image. **Papercheck** ensures clear, error-free and high-quality materials that reinforce the company's reputation.

Industry

Agribusiness

Results

- Written materials of the highest quality that help Strauss to live up to its reputation
- Savings of time and money
- Written materials the company believes have helped drive sales

“Writing speaks volumes about you as a company – you’re putting your company’s reputation on the line. This is important to us. Our products are of the highest quality, so our written materials must be as well.”

Lori Dunn, Executive Director
Pasture Raised Programs, Strauss Brands

This presented a challenge for Lori Dunn, executive director of Pasture Raised Programs at Strauss. She's in charge of marketing, as well as a host of other activities. "I wear many hats," said Ms. Dunn. "I could be talking to a livestock broker one day and then serving as the public relations director the next day."

On the marketing side, Ms. Dunn is in charge of writing a variety of materials – brochures, press releases, articles, direct mail pieces and keeping the Web site up-to-date and dynamic. "I have a million other things to do – in addition to writing. So, I always have a real concern about putting out professional and high-quality documents."

"Writing speaks volumes about you as a company. How you present what you write says even more," notes Ms. Dunn. According to Ms. Dunn, that means writing marketing materials with no grammatical errors and with correct punctuation, verb tense, spelling and sentence structure. The materials must effectively communicate to the company's target audience. "This is important to us."

The Right Help and the Right Skills

Diane Strauss, Director of Special Projects, who oversees all creative work, went online to find an editing service. "I liked Papercheck's format – tried them – and liked what I got back. If I called with questions, they would immediately help me. Basically, they have always performed for me."

It has been over a year now that Strauss Brands has worked with Papercheck. Ms. Dunn started out sending press releases to be grammar checked and proofed ("because editors HATE typos," says Ms. Dunn). Today, nearly every piece of written material generated by the company goes to Papercheck for editing and proofing – up to and including product packaging. "We are exceptionally comfortable with the service that we get from Papercheck. We now even send most of our high-level executive correspondence to Papercheck for editing before we get it printed," said Ms. Dunn.

Ms. Dunn currently sends, on average, three to four Strauss projects per week to Papercheck. The editing process is completed quickly – turnaround can be in as little as three hours, if needed. Ms. Dunn says she barely notices that "her editor" is not in the next office.

Being able to offload editing and proofing allows Ms. Dunn to tackle the many other tasks on her plate. "I wouldn't be able to do it all myself – even if I was a proficient editor and proofreader." She says that Papercheck saves her considerable time and money in the long run.

With Papercheck, Strauss Brands has been able to put out great copy that the company believes has helped to drive sales. According to Ms. Dunn, Strauss is particularly proud of its new packaging – it is not only beautiful, but it is also clean, crisp and error-free. "We know we've experienced sales growth because of our packaging."

"Papercheck is helping us to live up to our reputation," says Ms. Dunn. "Our products are of the highest quality, so our written materials must be as well."

For more information on Strauss Brands and its Strauss Free Raised® veal and lamb products, please visit www.straussbrands.com.

From the very first, Papercheck has performed for us. We have always received great results and great service.

Diane Strauss,
Director of
Special Projects,
Strauss Brands

About Papercheck

Papercheck® is a San Francisco-based company that offers document editing and proofreading services to businesses large and small over the Internet (www.papercheck.com). The firm's global network of editing and proofreading professionals delivers top-quality services at reasonable prices and with fast turnaround times. www.papercheck.com.



©2012 Papercheck, LLC. All rights reserved. Papercheck, the Papercheck logo, and other trademarks, service marks, and designs are registered or unregistered trademarks of Papercheck, LLC, and its subsidiaries in the United States. All other trademarks are property of their respective owners.