



Genano

Genano Case Story Structure

Phases, that reference case is structured of

- INTRODUCTION
- STARTING POINT:
What is the problem that Genano was called for? Describe the problem and what caused it.
- SOLUTION:
What kind of a solution we came up with? Describe how we solved our client's problem.
- RESULTS:
What was achieved compared to the starting point? What improved?

**Short &
informative.**
Cut out
irrelevant
text!

**GOOD
IMAGES
and
quotes**

**Connect
results to
client's
improved
business
revenue.**

Introduction to client's business:

- A few relevant points about the client
 - Name
 - Location
 - Number of staff
 - Is there something special? Specialized in certain area?
 - Etc

+ Logo

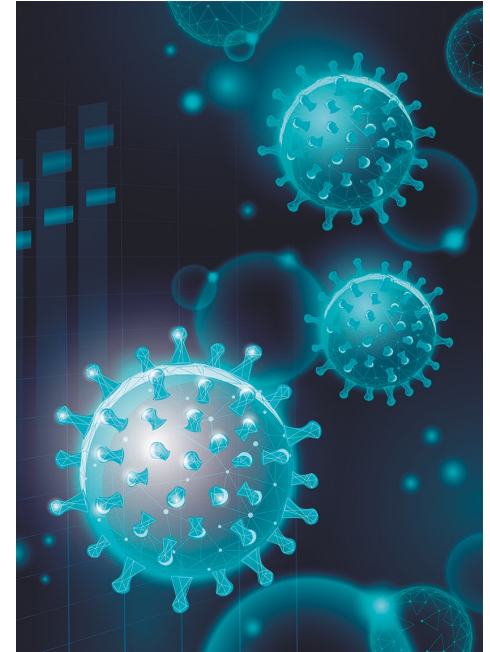
Skiffer restaurant chain serves customers safe indoor air (and gourmet pizza)



- ✓ Casual dining experiences in six [Skiffer restaurants](#), four of which are usually open all year round (Viiskulma, Kallio, Töölö and Erottaja) and two in summer (Liuskaluoto and Hanko)
- ✓ In addition, a sailor-themed bar in Viiskulma, The Old Skiffer
- ✓ Approximately 40 employees in the winter season and 80 in the summer
- ✓ The first Skiffer restaurant was established in the summer of 2010 in Liuskaluoto, Helsinki's archipelago. The name Liuskaluoto gave birth to Skiffer's most famous dish, gourmet pizza 'Liуска'.

What is the problem that Genano was called for? Describe the problem and what caused it.

- What was the problem?
- What was the origin of the problem?
 - inadequate ventilation/air purification
 - VOC-gases from materials
 - Contamination / small particles
 - Microbes
- What kind of symptoms there were, what was the effect that followed from the problem above?
 - Infections / contamination of samples
 - Costly sick leaves
 - How did it affect our client's business
 - Bad brand reputation



What kind of a solution we came up with?

Describe how we solved our client's problem.

- Examples:
- If the problem is microbes, explain that the solution was G350 because it has the ability to kill microbes and mold spores.
- If the premises are large, explain that the solution was G5250 because it has a capacity to purify large areas.
- If the problem is caused by ultrafine particles, explain that Genano removes them with scientific proof
- If the problem is VOC gases, explain that the 2-layer active carbon removes all gases and odours
- If they need mobile solution, explain that we offered this solution, because it is mobile and can be moved to the spot where air decontamination is needed
- This is the chapter, where you can highlight the unique sales points without advertising! If you say we delivered effective air purifiers, it does not differ us from competitors – they offered effective purifiers too. Explain WHY we are effective to this specific problem the client had!

HOW MANY
UNITS DID
WE
DELIVER?

Always good
to have
quotes from
clients, for
example why
they chose
Genano

What was achieved compared to the starting point? What improved?

- Connect the KPI's that you are measuring to the improved business results
 - i.e. cost-savings by reduced sick-leaves
 - improved employer image > more and better work force
 - faster and better quality of production
 - less infected patients > releases resources in hospitals
 - better brand image in laboratory delivers them more clients
 - Money saving due to the lack of filters and smaller energy bill
- PROVE the results that you claim whenever possible
 - The measurements showed that the indoor air quality was cleaner, there was no VOC-gases, the amount of small particles was reduced by xx%



+ Quote from
the happy
customer saying
something
about results or
feedback they
have received

Remember images!



- Must have: Horizontal image for the web page
 - a header image that looks good horizontally, preferably taken in the premises with the unit and people
- Extremely nice to have:
 - Image of people that have been interviewed for the case story
 - Image of a team of people in the customer's premises
 - Images of Genano units in their placements in the premises

IF YOU CAN'T
GET ALL THE
POINTS
FIGURED
OUT, **IT'S
ALRIGHT!**

QUESTIONS?

[marketing@
genano.com](mailto:marketing@genano.com)