

PARADYNAMIX

## Grimm Scientific Industries Case Study

### GRIMM SCIENTIFIC INDUSTRIES

Grimm Scientific Industries is a sports medicine equipment manufacturer that designs, engineers, and maintains products which are proven to perform, cost effective, and aesthetically pleasing for all levels of athletics.



#### BUDGET

\$25,000 - \$75,000

#### SERVICES PROVIDED

Branded Graphics  
Responsive Wordpress Site  
Custom Pricing Wizard

#### ABOUT PARADYNAMIX

Paradynamix is a digital design agency that works with their clients to achieve tangible and measurable results. Working with growing brands from start to finish, Paradynamix will have your back with data driven marketing, responsive web design, and SEO analysis. Contact us and discover why our clients trust us to build and deliver a proven strategy to increase their presence and growth online.

### BUSINESS CHALLENGE

Grimm Scientific Industries needed a website built to reflect their brand and stand out from the competition. Grimm Scientific Industries wanted a user experience that offered better support and guided users through purchasing products. A functional multi-platform website that could update straight from their internal systems so it's always up to date and accurate.

### OUR SOLUTION

After installing the Wordpress CMS platform and applying a responsive mobile friendly theme, an updated brand and styling was applied. The CRYOthem portfolio slider showcases all of Grimm Scientific Industries product installations, allowing potential clients to view models used by schools or organizations. Using a customer portal, users could now access a serial look-up of items, faqs, help videos, schedule site visits, and access general support. Woocommerce integration allowed customers to purchase the specific filters and cleaning supplies they needed online to upkeep their Grimm apparatus. With the addition of custom built CRYOthem "Build & Price" wizard, potential clients could easily customize a pre-built CRYOthem online to streamline getting the quote they needed.



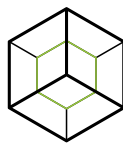
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Marietta, OH 45750



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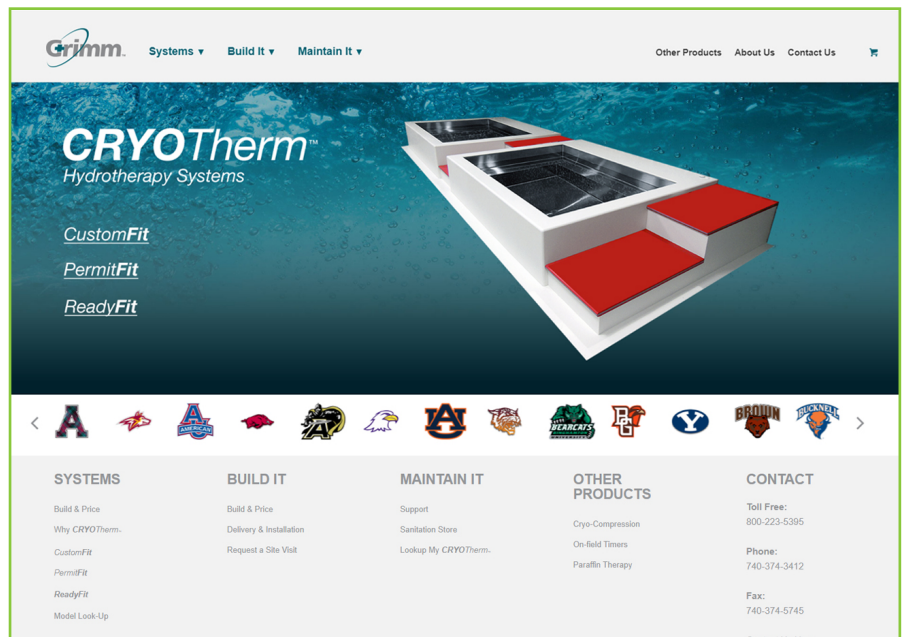
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### RESULTS

Since their Paradynamix made site going live, Grimm Scientific Industries has seen their sales double in number. Through the use of the CRYOTherm custom wizard, the purchasing experience has received positive reception for the Grimm Scientific Industries sales process.

**Old Website:** Information relevant to potential customers was not readily communicated and lacked a deliberate flow to user experience.

**New Website:** Outfitted with updated branding, the site now uses more effective keyword contents and call to actions to effectively communicate to potential clients.



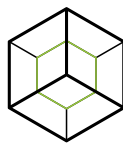
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**Operationally EFFICIENT**

CRYOTherm is competitively priced and inexpensive to operate. The **COLD/WARM** heat exchange system, durable components, water conservation, chemical-free operation, and other unique features result in a lower overall cost of ownership and operation than other systems.

Grimm's CRYOTherm™ Hydrotherapy Systems save time and money, and are designed to accommodate your program in every way. Our self-contained systems feature our proprietary Cold2Warm technology which maintains the precise temperature, no need to add ice or hot water. Water cleanliness and clarity are maintained with 100% circulation through a replaceable cartridge filter. The durable Corian exterior and stainless steel tanks are built for a lifetime of service. Quite simply, CRYOTherm™ Hydrotherapy Systems are the standard for athletic training facilities – every athlete, every sport, every level.

**SYSTEMS**  
Build & Price  
Why CRYOTherm.  
CustomFit  
PermFit  
ReadyFit

**BUILD IT**  
Build & Price  
Delivery & Installation  
Request a Site Visit

**MAINTAIN IT**  
Support  
Sanitation Store  
Lookup My CRYOTherm.

**OTHER PRODUCTS**  
Cryo-Compression  
On-field Timers  
Paraffin Therapy

**CONTACT**  
Toll Free:  
800-223-5395  
Phone:  
740-374-3412

**New Website:** Outfitted with updated branding, the site now uses more effective keyword contents and call to actions to effectively communicate to potential clients.

**Cleaning Supplies**

Our recommended Pure Disinfectant Spray and ORB-3 Enzymes will help keep your CRYOTherm System clean inside and out.

\* Included in Sanitation Kit

**\* #231100 ORB-3 Spa Enzyme No Foam – 1 qt.**  
Circulate this enzyme in the tanks during normal use to provide a silky clean water environment and eliminate water line buildup. Ideal for hard water situations. Prevents scale in tanks, piping, and components.

**\* #231102 ORB-3 Enzyme Cleaner Concentrate – 1 qt.**  
Circulate this cleaner through the system periodically for a deeper clean and to break down any scaling that has occurred. Also dilute and use as a solution to soak and clean cartridge filters.

**\* #231106 Filter Cleaning Nozzle – 1 Each**  
Connects to a male garden hose fitting to create a high pressure stream for cleaning the pleated filter cartridges.

**\* #231104 Pure Disinfectant – 32 oz.**  
This commercial disinfectant rapidly eliminates bacteria, viruses, and fungi including drug resistant organisms. It has the lowest EPA toxicity of any disinfectant. Kill times as fast as 30 seconds, and continues to kill common bacteria for up to 24 hours.



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