PIERPONT

BakerCorp

BakerCorp | Defining a New Market Sector and Positioning for Acquisition

CHALLENGE

BakerCorp (now United Rentals) came to Pierpont to spearhead a program of product differentiation and corporate breadth. BakerCrop wanted to leverage its Water Treatment Technology (WTT) division to reposition the company and help define it to potential suitors as a high-value solutions provider, not just “good old Baker Tanks,” historically a seller and renter of large tanks for primarily energy and industrial users.

OBJECTIVES

WTT was Baker’s best-kept secret. Raising WTT’s awareness and recognition across Baker itself was the main objective to promote cross-selling into the corporate storyline and external corporate communications.

SOLUTION

We launched an aggressive program to raise WTT’s awareness within the division’s key governmental and oil & gas (fracking) markets, as well as generated awareness across Baker itself to promote cross-selling and build WTT into the corporate storyline and external corporate communications.

RESULTS

From industry events such as WEFTEC to Baker’s own investor decks, the WTT story changed perceptions of this legacy company. By launching WTT’s awareness program within the division’s key governmental and oil & gas (fracking) markets, sales doubled in 24 months.

BY THE NUMBERS

100%

Sales Increased in 2 years