



## **Digitec Medical Corporation Expands, Rebrands**

**by Laurence Wooster**

Digitec Medical Corporation, a leading after-market, mammography-focused medical equipment company, in collaboration with creative agency Groove 11, recently announced a slate of improvements designed to better broadcast the company's value proposition and status as an industry leader. These include a new logo, marketing materials, and website, as well as a relocation of their Lawrenceville, GA headquarters to a 45,000 square foot space just a few miles from their old location. This more than triples the size of their space.

Founded in 1982 as a sales and service organization focusing on breast imaging, Digitec has since shifted its focus to refurbishing mammography systems and selling replacement parts. By rebranding, the company hopes to distinguish itself in an increasingly crowded marketplace. A new logo, a stylized D, is meant to represent a mammogram; a rich green was chosen over a more conventional blue to emphasize warmth and friendliness; and a new tagline, "Keeping mammography in focus" speaks to Digitec's status as the only company in its field dedicated exclusively to mammography.

Digitec's website has gotten similar treatment. In addition to the new logo, background, and tagline, the company has introduced a feature called DigiTecNotes. Developed in response to an overwhelming load of questions from engineers and technicians, DigiTecNotes are computer-based modules that have been made available for download. They combine photography, video, narration, on-screen text, and graphics into easy-to-follow maintenance and repair guides. "It's very easy. You can stop the module, replay parts you need to review, or pause it to take a closer look at a diagram or a photograph," explains Digitec Director of Operations, Charles Weaving. Previews are available at [www.digitecmedical.com](http://www.digitecmedical.com)

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