

**PESTALTO**  
ENVIRONMENTAL PRODUCTS



## CLIENT OBJECTIVE

Pestalto Environmental Products is a leading company in the testing and control of mosquitoes. Due to the increased interest and demand for their services and products, Pestalto required an updated web site highlighting their services—including West Nile virus testing.

## CASE STUDY: PESTALTO: ENVIRONMENTAL PRODUCTS

### CHALLENGES

Pestalto's site was outdated and required immediate revision. However, Pestalto staff were also engaged in the peak of their season. Pestalto required our team to become subject matter experts on their products and services.



### SOLUTION

We analyzed competitors' sites and scientific journals for the most up-to-date product information. We researched scientific terms that needed clarification for the site. We quickly developed a thorough knowledge of the services and products provided by Pestalto. Then we began the site re-design.



### OUTCOME

We created a new image for Pestalto highlighting their competitive advantage as leading experts in West Nile virus control services. We used clear navigation to define their product and service offerings. We updated their content to reflect current product specifications and regulatory information. In addition, we applied our methodology to seamlessly transpose their web site design and content to a printable brochure.

