

## Business Case Study

# Advanced Test and Automation (ATA)

**CLIENT**

Advanced Test and Automation

**PROJECT**

Flashfreeze™ Product Marketing

**SERVICES**

Content Development

Design

Media Relations

Business Development

**LOCATION**

Milton, Ontario

**PROJECT DATE**

November 2020

**CHALLENGE**

The COVID-19 pandemic of 2020 forced many businesses to pivot away from their traditional line of business to focus on supporting other sectors during this healthcare crisis. The global distribution of the COVID-19 vaccines produced by the pharmaceutical companies presented an enormous cold chain distribution challenge.

*“The subzero temperature requirements of the COVID-19 vaccines complicate distribution, which delays the herd immunity we desperately need,”*

**Michael Stuparyk, Director of Business Development at ATA**

Innovative companies like Advanced Test and Automation (ATA) have repurposed proven technologies like their Flashfreeze™ product to meet these challenges using liquid nitrogen (LN2). Flashfreeze™ helps to solve the critical cold-chain storage solution problems while being cost effective and environmentally friendly.

*“We’re excited to offer a product to overcome this challenge, by leveraging years of experience manufacturing highly accurate systems for controlling temperature. Flashfreeze enables cold storage and transport of any COVID vaccine to any location, accelerating immunizations and bringing us closer to ending this pandemic.”*

**Michael Stuparyk, Director of Business Development at ATA**

ATA engaged Centricity360 (C360) to assist with marketing and promotion of their Flashfreeze™ product. It was important to produce timely marketing materials and a media campaign as the Canadian Federal and Provincial governments were in the process of developing a strategy for distributing millions of essential vaccines across the nation. The challenge was the information around this distribution strategy was constantly changing so flexibility was key to keeping this campaign current and up to date.



**SOLVING COVID-19 VACCINE COLD-STORAGE CHALLENGES WITH FLASHFREEZE™**


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ATA's Flashfreeze™ product, provides many advantages over traditional cold-storage transportation methods to get the COVID-19 vaccine safely from factory to clinic.

**Thoroughly tested by industry experts.** Flashfreeze™ is **GLP-0069 compliant**, meaning it meets the guide lines for temperature control of drugs during storage and transportation by Health Canada.

- Wide operating temperature range**  
Flashfreeze™ can maintain temperature from **-80°C to +8°C** in one system.
- A flexible pay-per-use model**  
Flashfreeze™ offers a unique **pay-per-use model** (also called **cooling-as-a-service**) so the end user only needs to pay for the liquid nitrogen (L<sub>N</sub>) that they use.
- Liquid nitrogen (L<sub>N</sub>) lasts longer than dry ice**  
Dry ice packaging needs to be changed every 3-5 days but the liquid nitrogen (L<sub>N</sub>) used in the Flashfreeze™ can last for weeks.
- Supports Canada's remote populations**  
Flashfreeze™ allows for more time to get a vaccine from production facility to a clinic in a remote location as the liquid nitrogen (L<sub>N</sub>) units can last weeks before refilling.
- Products for each stage of the supply chain**  
Flashfreeze™ offers a **scalable design** and comes in **three sizes to support logistical needs** at each point of the cold-chain journey for nation-wide immunization.
- Solves key storage challenges**  
Flashfreeze™ allows for **rapid cooling to combat temperature excursion**, which helps reduce vaccine spillage and wastage.
- Less waste, better for the environment**  
Flashfreeze™ uses liquid nitrogen (L<sub>N</sub>), a harmless, odorless, inert gas and it **doesn't use any wasteful packaging** (compared to dry-ice thermal shippers).
- Varied and long-term after-market applications**  
Post-pandemic, the Flashfreeze™ units can be used for transporting goods for many industries with cooling requirements, like **agriculture, bioscience and cannabis**.
- Liquid Nitrogen (L<sub>N</sub>) is readily available**  
Liquid nitrogen (L<sub>N</sub>) is **readily available** and already **commonly used** in healthcare facilities and for industrial use.

2697 DURANTE WAY, MILTON, ON L9T 5J1 CANADA [flashfreeze.ca](http://flashfreeze.ca)



**SOLVING COVID-19 VACCINE COLD-STORAGE CHALLENGES FOR HEALTHCARE**

INTRODUCING ATA'S FLASHFREEZE™ PRODUCT

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flashfreeze.ca

**IT'S BEEN THOROUGHLY TESTED BY QUALIFIED AND EXPERIENCED INDUSTRY EXPERTS**



**ISO 13485 certified. ATA is an accredited calibration laboratory, with an in-house test lab. Every single measurement device in our system must meet strict calibration requirements, so we know the data we're reporting is accurate and reliable.**

One of the biggest concerns for those working in government healthcare is ensuring that any new products and devices are thoroughly tested to meet Health Canada standards. ATA is an organization rooted in rigorous testing, and we've been in the business of verifying and validating new products across several industries for 15 years. With diverse backgrounds in engineering, our team has utilized a wealth of knowledge to develop Flashfreeze™, which is compliant to GLP-0069 guidance by Health Canada. We're also experienced in working with medical devices, having developed test specifications, test equipment and the pneumatic circuit for a major Canadian COVID-19 ventilator (a Class II medical device).

Our automotive background also means we have experience testing equipment to deal with extreme temperature ranges, ensuring the internal mechanisms of a car can run smoothly in both a desert in Arizona, and the arctic tundra of Nunavut. We've conducted rigorous testing to ensure the materials used in the unit were robust and could hold up to the extreme cold temperatures of liquid nitrogen (L<sub>N</sub>).

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It's a marvel of modern science that a COVID-19 vaccine has been created, tested, and approved (in select countries) in under a year. But while development of a vaccine to treat this virus is a step towards global immunization, getting the vaccine through the supply chain (while maintaining consistent sub-zero temperatures) is hugely challenging, especially for those working in healthcare.

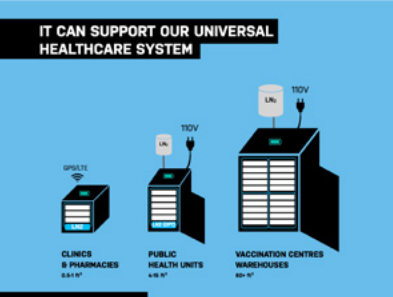
**The leading COVID-19 vaccines must be kept as low as -70°C (-94°F) throughout the cold chain.**

Thankfully, there is an answer to this cold chain storage dilemma. ATA's Flashfreeze™ product. This innovative technology uses liquid nitrogen (L<sub>N</sub>) to temporarily boost cold storage and transport capacity, while reducing cost and time to cold-chain compliance. This cutting-edge cold-storage solution solves many of the critical problems of getting a vaccine from factory to clinic.

We've outlined the key benefits our unique Flashfreeze™ Solution provides, and the many advantages it offers over traditional transportation methods for those working in the healthcare sector.

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**IT CAN SUPPORT OUR UNIVERSAL HEALTHCARE SYSTEM**



**CLINICS & PHARMACIES** 681-87  
**PUBLIC HEALTH UNITS** 436-87  
**VACCINATION CENTRES WAREHOUSES** 864-87

Flashfreeze™ offers a **scalable design** and comes in **three sizes** to support **logistical needs** at each point of the cold-chain journey.

Administering the COVID-19 vaccine will not be like administering the flu vaccine. Sure, the process might be the same, but this scale of nation-wide immunization has never been seen before. Local storage sites will need more capacity – and while the manufacturer may agree to ship the vaccine, they may not take responsibility for storing it. That creates a challenge for each provincial healthcare task force – especially with a vaccine that can spoil quickly. Flashfreeze™ offers a scalable design and comes in three sizes to support logistical needs at each point of the cold-chain journey. There is a small-sized unit perfect for clinics and pharmacies, a medium-sized unit for public health units, and a larger unit for vaccination centers and warehouses. The product can also be installed in regional transportation devices, like vans and trucks that can be used for long-haul transport.

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## SOLUTION

C360 created a marketing plan that included creating two targeted eDocuments (eDocs), a one-page information product sheet, a series of blog posts, content for a conversion page that would assist with business development and a local media campaign to promote the Flashfreeze™ product.

The eDocs were the core of the product marketing campaign. These ten-page documents were developed with a targeted focus on two distinct audiences: healthcare and logistic service providers (LSP). Our content creators and design team met with the client to review the details of the Flashfreeze™ product and its current market potential. The result of these informational meetings was two comprehensive eDocs and a one-page product sheet.

A focused webpage was created and C360 provided the content for the conversion page which will act as a business development funnel for ATA providing the prospects with one of the eDocs.

To continue the relevancy of the campaign C360 produced a series of blog posts related to specific topics targeting the audience of healthcare and LSP's. The blog posts will be drip released over time maintaining the relevance of information creating evergreen content for the Flashfreeze™ product.

It was important that ATA initiate a local media campaign to promote the Flashfreeze™ product. We reached out to various local media sources including radio, print and local online media all with the potential of the campaign reaching a broader more national audience. The results of this campaign can be found in the References and Media Sources section below.

Over and above the services provided to ATA, C360 worked diligently to connect them with all levels of government as well as key individuals at various organizations to assist ATA with business development of the Flashfreeze™ product.

## RESULT

C360 met ATA's expectation by producing the required deliverables within the timeline. The content pieces and media strategy helped ATA kick start their business development plan for their Flashfreeze™ product. They worked together with the C360 team to produce outstanding results. C360 was especially proud of the eDocs produced because of current market importance of the content and the impact of the design of these documents.

Overall, ATA was happy with this campaign and the content that was produced from it.

C360 looks forward to continuing their relationship with ATA and helping them grow their business and find new markets for their innovative services, solutions, and products.

## WHAT WE LEARNED

At C360, with every engagement we learn more about ourselves, our business and our client's business.

Working with ATA was a tremendous learning experience for all at C360. The topic of vaccine distribution at a time so critical in our society had a certain importance and pride to it. The ATA leadership team taught us the value of the term "the voice the customer" and its importance in today's marketing. The influence and expectations of every customer or client can never be taken for granted.

## ACKNOWLEDGEMENTS

A special thank you for the contributions from the following partners:

**Vanessa Green** | Greenlight Content

**Dave Jumaquio** | Freelance Graphic Designer



## TESTIMONIALS

*We partnered with Centricity360 at a time when we needed marketing support for our new product Flashfreeze™. We found Richard Bolton and his team always on target and on time. Richard could quickly understand our requirements and offer relevant advice and support. He was able to bring in additional resources at the right time and skill level. We look forward to continuing our work together going forward.*

**Anthony Khoraych, P.Eng. MBA**  
**President & CEO**

## ADVANCED TEST AND AUTOMATION INC.

About Advanced Test and Automation

ATA is an engineering firm offering product development design, test engineering and manufacturing solutions for electromechanical devices in transportation, industrial and medical device industries. Headquartered just outside Toronto, ATA has provided turn-key systems and engineering services to Fortune 500 companies worldwide for over a decade. ATA focuses on applications that present unique technical challenges, providing easy-to-use solutions to measure and control temperature extremes, excessive vibration, aerated fluids and more. ATA is an accredited ISO17025 calibration laboratory, a National Instruments Alliance Partner and provides thought leadership through SAE and USCAR industry committees and test standard development.

## ABOUT CENTRICITY360

Centricity360 is a forward-thinking consulting company delivering strategic marketing, business development and related technology services helping business leaders drive revenue growth through innovation and digital transformation.

Centricity360 - Innovative Ideas in Action.

## REFERENCES AND MEDIA SOURCES

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