



With a new certification standard slated to take effect in 2014, now is the time for medical device manufacturers to begin considering how the new requirements may impact future product introductions.

In working with **TÜV Rheinland**, a global leader in independent testing, inspection, certification and consulting services, Catalyst seized the opportunity to turn a simple white paper topic into a strategic feature story in a major trade magazine specifically geared to OEMs of medical devices.

### The resulting by-lined article:

- Appeared over six pages in the magazine's October issue and was featured online as well.
- Extended awareness for the company's certification capabilities in the medical field
- Enhanced TÜV Rheinland's credibility in relation to the new upcoming standard among U.S. medical device manufacturers seeking entry to worldwide markets
- Further solidified the client's relationship with an industry trade magazine that reaches an audience of close to 50,000 key certification decision makers
- Generated positive feedback including from a well-known industry consultant who can be a referral source for new customers