



MANUFACTURING IS HYDRO PRESSURE + PACK

Providing high-pressure cold-pasteurization processing to refrigerated food manufacturers.

Newly formed Hydro Pressure + Pack is a subsidiary of IFS Meals, which has been serving the food industry for more than 20 years. HP+P was created to allow high-pressure processing, which keeps food fresh without the use of chemicals or preservatives. The process was hard to find in the Midwest, which was IFS' catalyst to growing their business through this manufacturing capability.

GROWTH CHALLENGE

As a new entity, HP+P required a new website, branding and content to make the company searchable online and to educate food manufacturers on the benefits of technology.

MAGNET'S ROLE



- Develop a logo and brand guidelines
- Launch an SEO-optimized website
- Create a Google My Business listing and social media accounts
- Managed ongoing website maintenance and security updates

OUTCOME & IMPACT

- Launched a fully optimized website, with all content
- Fully indexed the site with Google to earn an A grade in the top 5% of global websites