

Aluminum Castings

An aluminum casting specialist raises its profile and gains new OEM customers through a dynamic, synergistic marketing program that emphasizes frequent advertising in a targeted trade publication.

Background:

A specialist in permanent mold casting, Batesville Products, Inc. (BPI), manufactures a variety of aluminum and zinc custom castings for the automotive, construction, medical, specialty lighting, greentech, and telecommunications industries, among others. By taking advantage of a targeted, highly synergistic marketing program offered by The Job Shop Company, BPI has increased awareness of its engineering and manufacturing capabilities throughout these industries and gained many new OEM customers in the process.

The Challenge:

Unlike many aluminum casting companies that don't offer machining, engineering, or powder coating, Batesville Products, Inc. (BPI) is a full-service aluminum casting company that provides these services and more. Known for its aluminum and zinc castings produced by the permanent mold process, the Lawrenceburg, Indiana, company offers casting, engineering assistance, in-house tooling, machining, and polishing—while also taking responsibility for powder coating and anodizing services. By doing so, BPI is able to offer its OEM customers a complete part that's ready for assembly. "Most aluminum casters don't even do the machining, engineering, or powder coating," says Batesville Products Vice President Tim Weber. "Batesville does it all in-house."

To boost awareness of its full-service casting and engineering capabilities, Batesville

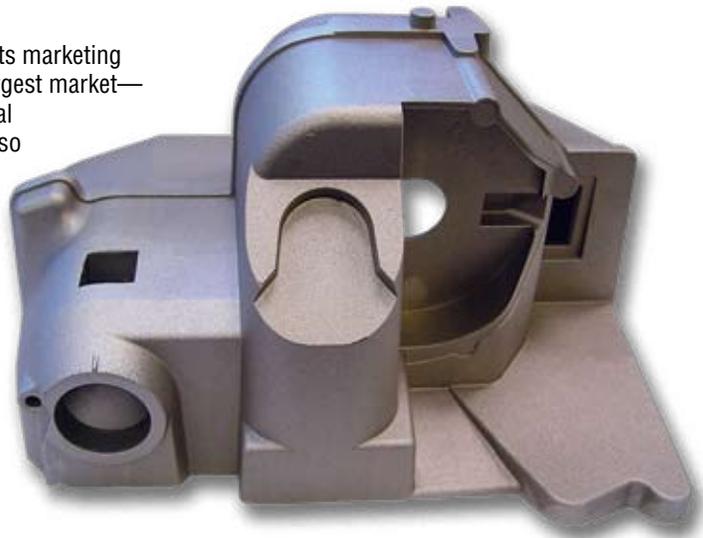
Products needed to focus its marketing program squarely on its largest market—OEM design and mechanical engineers. The company also needed to educate OEM engineers about the benefits of using aluminum casting to manufacture a variety of custom parts. The reason, Weber says, is that although OEM engineers know their product, they don't necessarily know all of the manufacturing processes that are available and the "pros and cons" of each. Even if they know that they need a certain material for their project, they may not know "exactly what process to use to help them with their project," he says.

Because Batesville takes pride in its "one source, one responsibility" approach to serving OEM customers, it's not surprising that it would value the same approach in the company that handles its marketing program. Batesville wanted all aspects of its marketing program—from magazine advertising, website, and mailings to email blasts and tradeshow—to be interwoven so as to complement each other and operate synergistically. The company also needed a dynamic marketing partner that could help BPI capitalize on new, emerging opportunities in the fast-changing world of contract manufacturing.

"All aspects of our marketing program need to be easily mobile, dynamic, and changeable—ease of ad changes, website changes, and mailing list changes," says Weber. "We needed to work with a company who was able to quickly respond to assist us with any sales or marketing needs."

The Solution:

Confidence in the marketing product—and the people behind the product—was the factor that mattered most to Batesville



Products when choosing where to advertise. Weber says that he felt very comfortable entrusting Batesville's advertising dollars, which he termed "precious," to The Job Shop Company. "The sales and marketing staff of The Job Shop Company are experienced, knowledgeable individuals that care about helping job shops promote themselves as effectively as possible," Weber says. "We were comfortable with their consultative approach, service, and guarantees. We trusted the people at The Job Shop Company."

Weber also liked the fact that The Job Shop Company combined, under one roof, all the marketing and sales tools that Batesville needed. "Every marketing medium that they have works together synergistically," he enthuses. "The magazine supports the website, which supports the tradeshow, mailings, and email blasts. You can't single out a marketing medium, because it essentially all works together, in unison."

When Batesville Products first started advertising in *Design-2-Part Magazine*, the company received two new jobs from an ad that highlighted its work on medical cart bases. "We called The Job Shop Company to change up the ads, Internet listings, et cetera, to tweak our message and get the word out that we can cater to the medical industry, so

that we could get more work," he recalled. "We rely on The Job Shop Company to do the changes quickly and efficiently to capitalize on the newfound success."

Until Batesville Products began advertising in *Design-2-Part* Magazine, Weber had been very cautious about advertising because he believed that much of the money that's spent on advertising is misdirected. But he says that The Job Shop Company "gets job shops going in the right direction" with its targeted marketing message to OEMs. The magazine is circulated quarterly to more than 37,500 readers—including design and manufacturing engineers, product development engineers, manufacturing and purchasing managers, and executive decision makers at OEM and product manufacturing companies.

"Dollars with *Design-2-Part* Magazine, in particular, are never wasted because the readership audience consists of the right people for job shops to obtain business from," he said. "They showed us documentation that they are reaching the right target

market of OEMs. We're not interested in the high-volume jobs; it's just not us. We thrive on moderate-to-low volume product. *Design-2-Part* Magazine reaches first-, second-, and third-tier OEMs, so we can get moderate-to-low volume jobs from their second- and third-tier OEM readers."

The Results:

Advertising in *Design-2-Part* Magazine on a frequent, consistent basis has made Batesville Products' largest market—OEM design and mechanical engineers—more aware of the company and its full-service manufacturing and engineering capabilities. It also has allowed Batesville to educate *Design-2-Part's* readers (OEM engineers) about the specific benefits of aluminum casting. "By consistently advertising in *Design-2-Part* Magazine, we've created an awareness through repetition and frequency," Weber says. "The OEM readers see our name so many times that, eventually, they are bound to contact us." He

also says that advertising in *Design-2-Part* "puts us in the engineers' hands and provides them with enough information to decide if they do or don't need additional information."

More important, this increased awareness and knowledge of Batesville's capabilities has translated directly into new OEM customers for the company. As a result of advertising, Batesville has received multiple orders from design engineers, mechanical engineers, and purchasing agents at OEMs in the medical, lighting, and alternative energy (greentech) industries. One customer's order came on the heels of Batesville's first ad, and is worth \$650,000 per year for one part. Batesville will earn this amount each year for the next eight years, Weber says.

"The Job Shop Company is a proven and accomplished marketing leader in the industrial manufacturing industry," Weber claims. "We feel that they are the most credible marketing outfit around, and we have the confidence that they will always produce for us, because they have."

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—Tim Weber, VP Sales and Marketing

To request info on a marketing program from Design-2-Part, visit www.D2Pcompany.com or contact Dennis Insogna at dennis@d2p.com