

# Swiss/CNC Swiss Screw Machining

*How a niche machining company captured the attention—and business—of key OEMs in its target markets*

**Background:**

Pacific Swiss & Manufacturing, a niche company specializing in CNC Swiss and CNC Swiss micro/minature machining, produces high-precision machined parts ranging in diameter from 0.020-inch to 1-inch. The Clackamas, Oregon firm is skilled at working with all metals and plastics, and can employ multi-axis CNC Swiss machining to manufacture the most complex parts, often in one operation.

Greg Cde Baca, president and CEO of Pacific Swiss & Manufacturing, emphasizes that the firm is not a general CNC machining company. “We don’t do everything for everybody,” says Cde Baca. “We’re very niche, very specialized.”

**Challenge:**

Pacific Swiss & Manufacturing was fighting to stay competitive as the costs of doing business in a global economy were increasing almost monthly. To increase efficiency and productivity, the company had already successfully implemented Lean Manufacturing techniques. It now needed to generate, among OEMs and product manufacturers in its target markets, greater awareness of and preference for its niche machining services and capabilities.

In order to really succeed, the company had to effectively communicate its competitive advantage to potential customers in the



aerospace, medical, dental, electronics, automotive, semiconductors, and telecommunications industries. Reaching the right people was a critical first step—one that had been difficult in the past because the company was working with a marketing firm that used a shotgun approach to advertising.

“We were looking for industry- and market-specific media,” says Cde Baca. “We needed to be able to reach the individuals who were making the decisions or who were sending out RFQs for CNC Swiss machining. We didn’t want a shotgun approach to advertising; we needed to reach the markets and the industries suited for our machining needs.”

**Solution:**

An advertising sales representative for *Design-2-Part Magazine* (D2P) contacted Pacific Swiss to discuss the company’s marketing goals. After a thorough analysis of the company’s goals, challenges, and

needs, it was agreed that Pacific Swiss would begin a year-long, nationwide advertising program with D2P, the only trade publication in the United States circulated exclusively to OEMs that buy from job shops. Each regional edition of the magazine is mailed to at least 32,000 readers, including OEM engineers, purchasers, and buyers who are seeking the specialized, niche machining services offered by Pacific Swiss & Manufacturing. Besides representing the industries targeted by Pacific Swiss, D2P’s readers play significant roles in their company’s sourcing decisions.

**Result:**

Pacific Swiss’s repetitive advertising program began paying dividends after the company ran its fourth ad, which generated a request for quote (RFQ) that led to an order. Since turning that corner nearly seven years ago, the company has received a continuous flow of RFQs that have typically produced more than just one order. Often, sales resulting from the D2P ad become repeat orders from customers who also refer other OEMs to Pacific Swiss & Manufacturing.

“We’ve gotten many repeat customers with repeat orders, which have now turned into long-term relationships,” says Cde Baca. “The customers we’ve received through referrals are a higher-quality customer. They’ve challenged us to go through our customer base and replace some of our marginal, high-maintenance accounts with more stable accounts.”

Orders, ranging up to 60,000 pieces in quantity and \$40,000 in value, have come from engineers, buyers, and purchasers at product manufacturing companies that need

Pacific Swiss's high-precision CNC Swiss machining services. These companies include manufacturers of products for medical, linear motion control, plastics, and interconnect applications.

Numerous new customers have been generated nationwide because the D2P advertisements have given Pacific Swiss a consistent national presence that it didn't have previously, Cde Baca said. But in addition to opening more doors with product manufacturers, Pacific Swiss's consistent ad in the magazine shows readers that the company is "here to stay," says Cde Baca.

"The companies who do business with us know that they will get a machined part of the highest quality, delivered on time and at a competitive price, each and every time," he adds.

"The expertise from D2P in creating our ad has been phenomenal," Cde Baca said. "It's

shown OEMs what our capabilities are. As a result of the ad, we've actually had customers flying in from out of state to engineer their parts around our machine capabilities and our expertise in the field of CNC Swiss Machining."

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**To request info on a marketing program from Design-2-Part, visit [www.D2Pcompany.com](http://www.D2Pcompany.com) or contact Dennis Insogna at [dennis@d2p.com](mailto:dennis@d2p.com)**