

# Metal Stamping

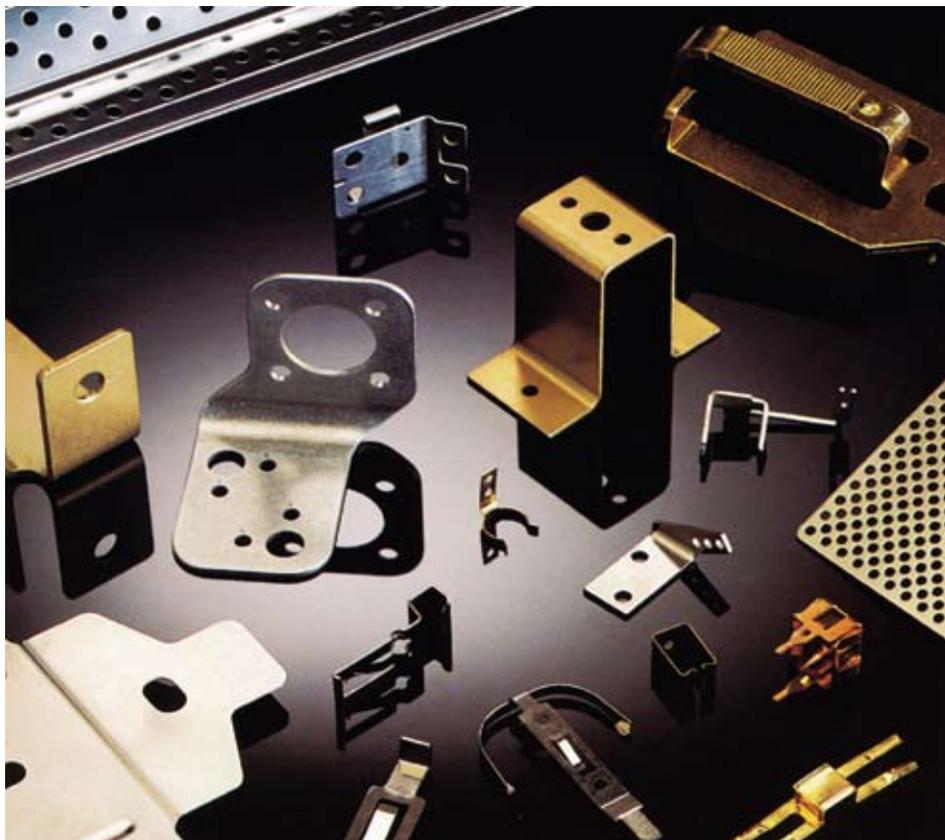
*By advertising in Design-2-Part Magazine, a California-based precision metal stamping company wins new business while reinforcing its credibility with current customers in a broad range of high-tech markets.*

Prototype & Short Run Services, Inc. has made its name by supplying custom, short- and medium-run metal stampings—as well as prototypes—to OEMs in a variety of high-tech markets. The Orange, Calif.-based company makes parts and prototypes for satellites, precision instruments, medical equipment, connectors, and aerospace components, to name a few applications. Its precision metal stampings and prototype models are used for research and development parts, pre-production parts, qualification test parts, one-of-a-kind parts, and tradeshow samples.

“What distinguishes us from our competitors is that we draw upon our extensive experience, design assistance, and quality in sheet metal prototype stamping to bring the OEM’s prints and drawings to life,” says Prototype & Short-Run Services General Manager, Jack McDevitt. “We use a unique rapid prototype process to transform a concept into a concrete prototype model. This unique process allows us to produce sheet metal prototype models and prototype parts. We can then apply it even more broadly to manufacture production-quality parts in smaller numbers.”

## The Marketing Challenge

As essential as its capabilities were to the company’s success, Prototype & Short-Run Services knew that building a loyal customer base would require more than a specialized process or technology. The company also needed to boost market awareness of its



unique capabilities, which meant broadening its exposure to potential customers in high-tech industries.

“The biggest sales and marketing challenge that we have is in developing market awareness of what our stamping capabilities are,” says McDevitt. “We do very precise stamping using a unique rapid prototype process, and usually produce it in small quantities. We need to get the word out that we can do what we say we can do.”

A highly specialized, niche metal stamping company, Prototype & Short-Run Services wanted to find a niche publication that could spread the word out about its capabilities to the right people. The company’s search for a marketing partner began with one simple question: “Who are the key personnel

that need to know about our products and services?” The answer: OEM engineers and purchasing agents. The next step was to find a way to reach these personnel in the industries that the company wanted to target.

“We wanted to market our company to a variety of industries, not just one or two,” says McDevitt. “We were looking for an opportunity to broaden our industry base so that we could become more diversified, so that when an industry falls on hard times, our business doesn’t go with it.”

It was also important to the company to find a marketing partner that would offer outstanding customer support through its management and sales personnel, and by a design staff capable of creating sharp, effective ads. A magazine that could manage



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– Jack McDevitt, VP & General Manager

the entire process of design, as well as the logistical details of advertising, would have the inside track.

### **The Marketing Solution**

According to McDevitt, advertising in *Design-2-Part Magazine* has been the solution that Prototype & Short-Run Services had been looking for. The targeted readership of the magazine enables the precision metal stamping company to promote its name and capabilities to the right audience.

“We were looking for a resource that gets into the hands of active OEM engineering and purchasing personnel, and that’s why we turned to *Design-2-Part Magazine*,” says McDevitt. “The readers of the magazine are our potential customers, so it has helped us get leads, quotes, and, ultimately, stamping jobs.” Also, because the magazine is read by OEM engineering and purchasing personnel at first-, second-, and third-tier OEMs in a broad range of industries, it has helped Prototype & Short-Run Services diversify its business by connecting it with OEMs from diverse markets.

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Unlike many other job shops, Prototype & Short-Run advertises in *Design-2-Part Magazine* for reasons that go beyond obtaining new business. According to McDevitt, the company also advertises to reinforce its credibility with current OEM customers. “I know that our existing customers are readers of the magazine,” he says. “They see the ads, and it reinforces our company’s marketing message and our status in the industry with them.”

### **The Results**

In addition to reinforcing its credibility with current customers, Prototype & Short-Run’s ads in *Design-2-Part* have generated a significant amount of new business, according to McDevitt. The company has received orders from a variety of engineering personnel within OEM companies—mainly from

engineering managers, but also from senior buyers and purchasing agents. Many of them have become repeat customers.

“Our orders have ranged from \$200 to \$10,000,” says McDevitt. “These customers are coming back regularly, and some are coming back as many as four times per year. Most of them are still customers today.”

As advertising leads to new customers, it also opens the door for the company to introduce other services or parts that may be relevant to an existing customer’s business. “*Design-2-Part Magazine* helps you get the customer, and once you get them, they keep coming back,” says McDevitt. “And the more that you keep doing the ads, the more it will pay off in the end.”

The results speak for themselves. As an advertiser in *Design-2-Part Magazine* (formerly *Job Shop Technology*) for the last 16 years, Prototype & Short-Run Services holds the distinction of having one of the longest tenures of any advertiser currently in the magazine.

**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)**