

Bodine Electric Company

2500 West Bradley Place
Chicago, IL 60618-4798

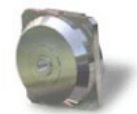
www.bodine-electric.com
Client Since: December 2003

"We weren't familiar with them and they weren't very familiar with motor suppliers, but they learned about us on GlobalSpec."

"GlobalSpec is helping us connect with companies in emerging markets that would not have traditionally been in our market."

Company Profile

In 1905, the Bodine brothers produced their first electric motor for a dental drill manufacturer. Since then, Bodine products have earned a reputation as the standard for performance where reliability and dependability are essential. As the foremost supplier of fractional horsepower motion control products, Bodine offers a wide range of more than 1,000 stock electric motors, gearmotors, and controls worldwide. Bodine's motor solutions include AC motors, DC motors and brushless DC motors.



Marketing Goals & Strategy

Bodine motors are used in almost any type of production equipment where downtime would be very expensive. As a result, Bodine's marketing efforts are aimed at connecting with engineers, designers of production equipment and manufacturers who are adding automation to their production lines or to their products. A very real challenge facing Bodine is some of the marketplace may still have outdated perceptions of their product offerings because although it has changed significantly in recent years, the company has been in business since the early 1900s.

The GlobalSpec Solution

Marketing on GlobalSpec is enabling Bodine Electric to reestablish brand knowledge by giving them the capability to present the full spectrum of innovative products they have available. Through GlobalSpec, old prospects are discovering Bodine now offers a greater range of products than they previously were aware of, and new customers are finding Bodine can provide a broader range of innovative product solutions.

GlobalSpec has been a powerful generator of leads and new business for Bodine Electric Company. In just six months, GlobalSpec generated purchase orders exceeding many multiples of the annual cost their marketing program. Additionally, through GlobalSpec, Bodine is reaching valuable new customers outside of their traditional markets.

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In Their Own Words

"GlobalSpec has eclipsed conventional leads from trade magazines. I see value in magazines for certain branding exposure, but I see more of a future with GlobalSpec. GlobalSpec is a very good tool for helping people recognize that a Bodine motor can meet their needs. Because of GlobalSpec, we are often hearing 'I didn't know you made this; it's just what we need.'"

"In addition to reestablishing brand knowledge in the marketplace, GlobalSpec is helping us connect with companies in emerging markets that would not have traditionally been in our market. For example, after three months on GlobalSpec, we received an inquiry from a company we would not have considered to be in our target market; we considered it to be purely an electronics company. But after six months, we received a purchase order from them for over \$600,000, and the total potential is much greater."



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