

## MPI Label Systems

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Sebring, OH 44672

www.mpilabels.com  
Client Since 2009

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**Jean Smith  
Web Marketing Specialist  
MPI Label Systems**

### Company Profile

Founded in 1968, MPI has grown into one of the top 10 label companies in the nation. The company has nine manufacturing facilities, 30 sales locations and more than 500 employees.

As a full-line label and equipment supplier, MPI has encountered and met almost every kind of label challenge, including those associated with the latest advancement, RFID. Whether it’s the printing of flexible packaging, producing pressure-sensitive labels or providing high-end automatic labeling equipment, parts, service and support, MPI promotes a “total solutions” approach.



### Marketing Goals & Strategy

“We want to reach people who are in charge of production for labeling,” says Jean Smith, web marketing specialist for MPI. “That might be technical personnel, production and maintenance professionals, or purchasers and buyers. We reach into all industries, because they all need labels.”

“Our goal is very simple: to get people to respond to us who need what we can do either in the form of labels or labeling machinery – so that our sales people can respond to them,” Smith says.

### The GlobalSpec Solution

MPI started to benefit right away from a variety of GlobalSpec marketing solutions including a catalog program, newsletters and banner advertising.

Smith is fully leveraging the advantages of GlobalSpec. “GlobalSpec captures the contact information of people who are looking at our product announcement and information pages. That’s a lot more helpful than other industrial search engines, as they don’t supply complete contact information,” she says.

She adds, “Every day I follow up on the leads that GlobalSpec provides. I send each an email, thanking them for their interest.” The results are impressive. “Sometimes they respond within an hour, sometimes later in the day, and sometimes next week, but generally they respond. If I had not sent those emails, I doubt they would have responded,” Smith says.

Smith recalls a recent example. “At 9:55 am on Monday I sent a follow-up email to a company in California. By 4:45 pm, they responded with an RFQ for labeling equipment sent through GlobalSpec. At 10:09 pm, they sent three pictures of their products and a note, looking for label applicators for their particular bottle shape.”

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