

## Ohio Semitronics, Inc.

4242 Reynolds Dr.  
Hillard, OH 43026

www.ohiosemitronics.com  
Client Since: August 2004

**“With GlobalSpec, I can post a new product announcement and it will be seen within hours.”**

**“It takes 30, 45 or 60 days for a magazine ad announcing a new product to appear. But with GlobalSpec, I can post a new product announcement and it will be seen within hours. In addition, our banner ads on GlobalSpec are very effective. They appear when a keyword is used and drive a lot of traffic to our company Web site.”**

**Bill Hogue, Director of Sales and Marketing for Ohio Semitronics, Inc.**

### Company Profile

Founded in 1964 by Dr. Warren E. Bulman, Ohio Semitronics, Inc. has repeatedly been recognized as a leader in the field of industrial electrical and energy measurement. Building on the work of Dr. Bulman, who pioneered the development of hall-effect semiconductor materials revolutionizing current measurement devices, Ohio Semitronics has developed and manufactured the widest array of electrical and energy measurement devices available from a single supplier. In addition to catalog products, Ohio Semitronics consistently designs and delivers innovative, customer-specific solutions to a wide variety of clients in the field of electrical measuring and control technology.



### Marketing Goals & Strategy

From oil fields in the North Sea to electric utility companies, from factory automation to flight control systems, virtually anywhere there is a need to measure electricity in some way – voltage current, watts, peak power, reactive power, etc. – there is a potential customer for Ohio Semitronics. The company’s business comes primarily from sales of its off-the-shelf catalog products, followed by custom products, with the remainder represented by specialized products used in military applications. Ohio Semitronics’ primary marketing challenges are to identify new prospects for the company’s network of independent sales representatives and to find a simple way to advertise and promote new products.

### The GlobalSpec Solution

GlobalSpec generates a substantial number of leads each week and provides Ohio Semitronics’ representatives with opportunities to do business with new customers. The representatives are pleased with both the quantity and the quality of the leads they receive and can easily track the business generated by their GlobalSpec program. In addition, GlobalSpec provides an extremely fast and flexible means of bringing Ohio Semitronics’ new product offerings to the attention of the marketplace.

Bill Hogue, Director of Sales and Marketing for Ohio Semitronics, Inc., says, “Since our market is ‘anyone who needs to accurately measure electrical parameters,’ it’s hard to target that person. Yet GlobalSpec is a perfect fit. GlobalSpec makes it easy for them to find Ohio Semitronics.”

“GlobalSpec is our Number One source of leads; we’re very happy with them, both in quantity and quality. A significant number of our leads come from the international community, and that’s good, because we’re a global company. ”

“Within a month of going ‘live’ on GlobalSpec we were converting leads into sales. And we more than recouped our initial investment in GlobalSpec within our first five or six months.”



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