

# Armstrong International, Inc.

Armstrong Blvd.  
Three Rivers, MI

[www.armstrong-intl.com](http://www.armstrong-intl.com)  
Client Since: 2004

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**Pam Blasius**  
Marketing Specialist  
Armstrong International

## Company Profile

Armstrong International, Inc., a multi-national corporation headquartered in Three Rivers, MI, is dedicated to providing energy saving products and service solutions for steam, air or hot water systems. Armstrong operates sales, manufacturing and training facilities around the globe focusing on providing “intelligent system solutions”. These include a wide range of services to improve energy efficiency as well as a broad spectrum of products spanning steam/condensate systems, hot water systems, humidification systems and heat transfer systems.

## Marketing Goals & Strategy

Armstrong International focuses on the industrial and institutional (i.e. schools, dormitories, laundries, prisons and government facilities) markets. The primary audience Armstrong International wants to reach within these target markets includes engineers, maintenance personnel and energy managers. Armstrong’s marketing staff sees a clear need to connect with engineers who are looking for solutions to their problems, to generate leads that can be passed to their marketing representatives or handled by Armstrong’s internal sales staff and to build their in-house marketing database for use with direct mail and e-marketing.

## The IHS GlobalSpec Solution

IHS GlobalSpec’s marketing solution enables Armstrong International to reach all its target markets via one program. The leads generated from IHS GlobalSpec have delivered results in multiple ways. First and foremost, as the leads are highly-qualified and reference detailed information about the prospect, there is a high probability of them becoming a sale. Also, the detailed nature of the leads enables Armstrong’s staff to track their ROI and confirm a number of sales orders have been directly attributable to IHS GlobalSpec. Finally, Armstrong’s marketing staff can easily download all of their leads from IHS GlobalSpec into their own database, significantly growing their in-house list for use with additional marketing activities.

## In Their Own Words

Pam Blasius, Marketing Specialist for Armstrong International, says, “In 2004, Armstrong experimented with four different online avenues for meeting our marketing goals. GlobalSpec was, by far, the most successful.”

“New business has come to us from GlobalSpec in a variety of ways. Some new customers come to our Web site via our representation on GlobalSpec. Others contact our reps directly using GlobalSpec, while still others submit an e-mail inquiry or a Request For Quote (RFQ) through GlobalSpec.”

“GlobalSpec has helped us grow our marketing database by 25%. These are qualified contacts we can continue to market to in order to maintain mind-share and serve them when they have an immediate need.”