

ArtUSA Noise Control Products, Inc.

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Client Since: November 2005

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**Frank Artusa
President
ArtUSA Noise Control
Products, Inc.**

Company Profile

ArtUSA Noise Control Products, Inc. specializes in cost effective noise control, sound enclosures and air filtration systems. ArtUSA's state-of-the-art production facilities can handle projects of any size and scope, while maintaining quality standards. The company offers complete design, engineering, fabrication and installation capabilities for all of its products, and provides consulting services as well.



Marketing Goals & Strategy

ArtUSA Noise Control Products, Inc. is focused on reaching a broad scope of professionals within industrial and manufacturing companies. “Almost any manufacturing plant is a potential customer, as well as OEMs that manufacture noisy equipment,” says Frank Artusa, president of ArtUSA Noise Control Products, Inc. “Our goal is to try to get into corporations that have 300 employees or more. Years ago, we used to do print advertising, and we still do a few trade shows for the OEM marketplace, but now we concentrate on the Internet.”

Specifically, ArtUSA is looking to reach decision makers within these companies. Artusa says, “We want to reach the safety officer, who is usually the one to report that there is a noise problem, and the engineer, who is the person with the authority and the expertise to solve it. GlobalSpec helps us reach both.”

The GlobalSpec Solution

ArtUSA Noise Control Products, Inc. has seen a significant increase in leads as a result of being on GlobalSpec. “We’re seeing great results, tremendous results, and they are generally excellent leads,” explains Artusa. “We get so many leads from GlobalSpec that it’s hard to keep up with them. We never realized how much we’ve been missing all these years.”

And these leads have opened doors for ArtUSA. “GlobalSpec has definitely produced new business for us both in terms of end users and OEMs,” says Artusa. “Because of GlobalSpec, we were contacted by a government agency that made us aware of a very large, brand new need we could fill that we had never considered before. That opened a new market for us.”

ArtUSA has also benefited from stronger relationships with existing customers as a result of its GlobalSpec marketing program. According to Artusa, “GlobalSpec can even help to increase penetration into large companies that are already customers. Recently, we received an RFO through GlobalSpec from an engineer who had no idea that we were already a vendor to his company!”



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