

Associated Environmental Systems

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Client Since: 2004

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John O'Rourke
Vice President
Associated Environmental Systems

Company Profile

Since 1959, Associated Environmental Systems has manufactured a broad line of standard and customized test chambers used to subject materials and products to environmental stressors such as temperature, humidity, thermal shock and salt spray/fog corrosion. Devoted to the highest standards, the company proudly points to its more than 100,000 chambers delivered to date and looks forward to delivering its next 100,000 chambers in the coming years.

Marketing Goals & Strategy

Associated Environmental Systems' test chambers are used by a very wide spectrum of companies: Aerospace, Chemical, Pharmaceutical, Chip manufacturers, Military, Petrol-Chemical, Bio-Tech and Cellular—companies with a specific component or product needing quality assurance testing or testing included as part of their manufacturing process. One of the key marketing challenges for AES was an early adoption of Internet marketing. With a substantial presence and spending on Internet advertising now, understanding the return on investment is critical—AES wanted a fast, easy and effective way to measure the return on their investment in online marketing.

The IHS GlobalSpec Solution

The marketing program on IHS GlobalSpec enabled AES to accurately measure and capture substantial numbers of highly-qualified leads, resulting in new orders. IHS GlobalSpec's users represent the exact target audience Associated Environmental needs to reach—engineers and technical professionals from a broad range of industries. The detailed information provided with IHS GlobalSpec's leads enables Associated Environmental to easily track the return on their IHS GlobalSpec investment.

In Their Own Words

John O'Rourke, Vice President, Associated Environmental Systems, says, “GlobalSpec has worked out very well for us. We were quickly seeing results and getting a payback on our investment.”

“Getting started on GlobalSpec was very straight forward. Our account rep walked us through everything; there was no ‘you have to fend for yourself’ attitude. The leads we receive from our GlobalSpec program are well qualified, and we really like how easy it is to send them directly to our independent reps in their different territories.”

“We attended a GlobalSpec seminar, and found it very helpful and informative. I think GlobalSpec's programs go above and beyond the call of duty. They really know how to treat their customers.”