

CENTERLINE LIMITED

Supersonic Spray Technologies Division

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Client since: 2012

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Marc Levesque,
Director of Corporate Marketing,
CenterLine Ltd.

Company Profile

CenterLine’s Supersonic Spray Technologies Division (SST) develops and markets cold spray products and services including portable and cabinet cold spray machines, robotic cold spray systems, and custom turnkey solutions employing cold spray as a component in the product manufacturing process. Additional products include feedstock and abrasive powders and nozzle systems, dust collection systems, cabinets and booths.

Webinar Marketing Goals & Strategy

Introduce a new technology to new audiences. “Cold spray is a relatively new technology,” says Marc Levesque, director of corporate marketing for CenterLine Ltd. “We have a lot of academic and defense contacts in our proprietary database. But we wanted to reach beyond that to audiences that we hadn’t already contacted.”

Educate new segments of the market. “Because cold spray is a new technology with specific advantages and disadvantages, we wanted to educate webinar attendees outside of the academic and defense markets about how, why and when cold spray technology could be used to their advantage.”

Identify contacts with an immediate need. “We also wanted to see if we could identify new contacts who might have an immediate need for our technology with the goal of developing a long-term relationship with them as customers,” Levesque says.

The IHS GlobalSpec Solution

The right audience. “The webinar exceeded our expectations for attendance,” Levesque says. “Because of the process IHS GlobalSpec has put in place, we were able to narrow down the audience to the folks who would be most receptive – engineering disciplines from a variety of different industries. The quality of the audience was very high, and there was a direct correlation to the type of people that we had targeted. From the quantity and quality of the Q & A session after the webinar, it’s clear that we were succeeding in our educational mission.”

Professionalism at every step of the process. “IHS GlobalSpec does webinars far more frequently than we do,” Levesque says, “They are in tune with what works and what doesn’t, and they have developed a set of best practices to guide us through the entire process, starting with a detailed timeline of what needs to happen and when, frequent meetings to help us stay on track, and detailed follow-up after the webinar. It’s good to be guided by such professional and thorough individuals.”

Response from the marketplace. Levesque says, “As a result of this webinar, we have ongoing dialogue with a number of contacts to talk about their applications, three plant tours booked to look at our technology, some quotation activity, and people sending us parts for test coating. Considering it has been less than a month since the webinar, that’s a home run, if not a grand slam.”

Levesque adds, “Of all the things we’ve done in the past to market cold spray, the IHS GlobalSpec webinar has generated the most enthusiasm for this technology.”