

Engineered Plastic Products, Inc.

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www.engineeredplastic.com
Client Since: 2005

“We are definitely reaching the people we need to talk to.”

Enrico Ratti
Sales Manager
Engineered Plastic Products, Inc.

Company Profile

Engineered Plastic Products, Inc. custom vacuum forms, pressure forms and fabricates thermoplastic materials into products for industrial and commercial applications. For over 45 years, the company has been serving customers such as NASA, Boeing, Lockheed Martin, Johns Manville, Beckton Dickinson, and the U.S. Postal Service. Engineered Plastic Products, Inc.'s commitment to customer service in all phases of manufacturing, from design engineering to production, is why the company has achieved considerable recognition as an outstanding source for thermal formed and fabricated thermoplastic products.

Marketing Goals & Strategy

As a custom fabricator of plastic parts, Engineered Plastic Products, Inc. wants to reach engineers and purchasing personnel at companies that would have a need for their services. “Our target,” says Enrico Ratti, sales manager for Engineered Plastic Products, Inc., “is – plain and simple – the decision maker.” In the past, the company had used a traditional mix of marketing tools – including magazine advertising – to reach decision makers in the marketplace. In recent years, however, most of Engineered Plastic Products, Inc.'s market effort has been focused on the Internet.

The IHS GlobalSpec Solution

IHS GlobalSpec helps Engineered Plastic Products, Inc. connect with the right people at the right time. For example, forming relationships early in the design phase can result in large-volume orders in the end. “With GlobalSpec, we’re seeing people deeper in the engineering side of prospect companies asking for quotes, asking for information. That’s where we want to connect, to help them with 25–1,000 pieces. We’ll even assist with prototyping if it leads to production,” Ratti says.

In Their Own Words

Enrico Ratti, sales manager for Engineered Plastic Products, Inc., says, “GlobalSpec has made a big difference.”