

## Euchner-USA, Inc.

6723 Lyons Street  
East Syracuse, NY 13057

[www.euchner-usa.com](http://www.euchner-usa.com)  
Client Since: 2003

“Every year, we have been increasing our GlobalSpec program, and every year we’ve been seeing increasing results – growing by double digits almost monthly.”

**Mike Ladd**  
President and CEO  
Euchner-USA

### Company Profile

Euchner-USA is a supplier of safety switches, non-contact switches, and limit switches, as well as other safety, man/machine interface, automation, and signal products. Euchner-USA products are used by customers in the automotive, machine tool, packaging, textile, woodworking, robotics, plastic and process control industries throughout the United States.

### Marketing Goals & Strategy

Euchner-USA is focused on reaching a number of different audiences: engineers and designers at original equipment manufacturers who specify safety equipment that will be used on their machines; engineers at large corporations who create corporate standards for safety equipment; and end users who are concerned about machine safety. In addition, Euchner-USA is committed to building brand awareness, generating leads, and educating the marketplace regarding machine safety issues and equipment. To reach these goals, Euchner-USA utilizes a number of different marketing communication tools and, since 1993, has been conducting safety seminars.

### The IHS GlobalSpec Solution

IHS GlobalSpec helps Euchner-USA achieve their goals in a number of ways. IHS GlobalSpec builds brand awareness by exposing Euchner-USA’s offerings to a large number of targeted professionals in the industrial sector. As a result, Euchner-USA has found that many potential customers are introduced to the company through IHS GlobalSpec. Euchner-USA also receives a significant number of qualified, contactable sales and marketing opportunities from IHS GlobalSpec. Although Euchner-USA uses many different search engines and directories in its online advertising efforts, IHS GlobalSpec is the only one that offers potential customers versus clicks – an important and valuable difference. Finally, the company’s IHS GlobalSpec program incorporates e-newsletter sponsorships and banner ads within strategic product-specific pages to promote both its products and its safety seminars, with impressive results.

### In Their Own Words

Mike Ladd, president and CEO of Euchner-USA, says, “With the other online venues that we use, the ‘leads’ remain anonymous until they contact us. With GlobalSpec, we get the contact information we need to follow up. That’s why GlobalSpec is so important to us; it delivers what we need to help turn leads into orders.”

“Since we started advertising our safety seminar on GlobalSpec, I have been impressed by the quality of the people who have responded. They are from major corporations with global manufacturing – exactly the people we want to reach.” “About 30% of the contacts from GlobalSpec are from offshore. At first, that surprised us. Then we began passing these leads to our parent company in Germany. Their response was: ‘Wunderbar!’”

“Many other marketing tools deliver click-throughs or ‘impressions.’ I am not impressed with impressions, but I am impressed with GlobalSpec. It’s a wonderful vehicle to get our message out and get high quality contacts in return.”