

Keystone Electronics Corp.

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www.keyelco.com
Client Since: 2003

“With GlobalSpec, I know that we are getting in front of the right people.”

Troy David
Executive Vice President
Keystone Electronics

Company Profile

For over fifty years, Keystone Electronics has been manufacturing precision electronic interconnect components and hardware, supplying quality products at competitive prices to industry, worldwide. The company makes and sells a wide variety of electronic components – from quick fit terminals to battery holders; from brackets to pins, plugs, jacks and sockets; from spacers and standoffs to handles for instrumentation; from fuse clips to transistor hardware; and much more.

Marketing Goals & Strategy

Keystone Electronics interacts with customers from prototype to production, including engineers and designers who need just a small quantity of a component to complete a project, to the purchasing agent who requires a large quantity for a production run. “Our goal is to get our company and our products in front of as many people as possible,” says Troy David, executive vice president of Keystone Electronics. “Almost everyone is a potential customer for our hardware, and we use a number of magazines and online venues to get the word out.”

The GlobalSpec Solution

IHS GlobalSpec helps build awareness of Keystone Electronics and its products among the audiences the company considers most important: engineers, designers, and purchasing professionals. “GlobalSpec does an excellent job in reaching all three,” David says. Keystone Electronics showcases its full capabilities through the GlobalSpec Gold program and sponsorship in GlobalSpec e-newsletters, which offer branding, exposure and qualified sales and marketing opportunities.

In Their Own Words

Troy David, executive vice president of Keystone Electronics, says, “We are very happy with the exposure and performance that GlobalSpec delivers.”

“We receive many inquiries and requests from GlobalSpec, and it’s clear that more people are becoming aware of us.”