

# Lee Spring

1462 62nd Street  
Brooklyn, NY 11219

[www.leespring.com](http://www.leespring.com)  
Client Since: 2006

“Being an aging baby boomer who is not entirely comfortable in the digital world, GlobalSpec provides exceptional customer service and makes it easy for us to update our presence easily and efficiently. You don’t have to be computer savvy to use GlobalSpec. It has become my most valuable marketing tool; like having another employee.”

**Helene Herman**  
Marketing Manager  
Lee Spring

## Company Profile

Lee Spring is a global manufacturer of mechanical wire springs and formed wire parts used in wide-ranging applications in diverse industries including medical, pharmaceutical, transportation, electronic, and industrial. Founded in 1918, Lee Spring has seven locations in the United States, Mexico and the United Kingdom, and a facility in China. In addition to extensive worldclass custom product design and manufacturing capabilities, Lee Spring offers over 15,000 stock springs. As part of its quality assurance program, Lee Spring performs in-house plating, passivation, powder coating, grinding, heat-treating, polishing and assembly.

## Marketing Goals & Strategy

Since Lee Spring services such a broad based market, the greatest challenge is to find qualified leads in the engineering community. “Purchasing functions in many companies have become more administrative in nature, but the decision-influencing and decisionmaking remains a function of engineering,” says Helene Herman, marketing manager for Lee Spring, “We also focus on engineers because that is where products start: through R&D. Lee Spring has put a lot of time and effort into our website. Now we are focusing in on driving customers to that site.”

## The GlobalSpec Solution

“GlobalSpec tells me where the visitor has been, so I know if someone is interested in battery springs or Type 316 stainless steel,” Herman says. “Every week, I get RFQs for custom products and orders for stock springs –sometimes every day. I pass the information to my sales representatives, and they follow through.”

She adds, “We included a sponsorship in GlobalSpec’s *Specs & Techs* e-newsletter for the first time last fall and our leads doubled from it. Initially, I was reluctant to advertise in e-newsletters. But after the great results we had been having with our GlobalSpec program, I decided to give it a try and it was well worth the investment. In fact, we are planning to continue sponsoring *Specs & Techs* for 2007.”

## In Their Own Words

Helene Herman, marketing manager for Lee Spring, says, “Why GlobalSpec? It generates repeat interest and actual business. As an added bonus, my GlobalSpec account representative stays on top of the RFQs we receive and alerts me if anything comes through that needs special attention.”