

Mountz, Inc.

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www.eturque.com
Client Since: 2004

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Brad Mountz
President
Mountz, Inc.

Company Profile

Mountz, Inc. produces a wide variety of torque tools, including analyzers, testers, sensors, wrenches, screwdrivers, multipliers, assembly tools, screw counters, balancers and special applications. The company also distributes products from other manufacturers under the Mountz brand name.

Marketing Goals & Strategy

Mountz, Inc.'s marketing goals include building awareness of its product offerings among decision makers at a variety of companies.

“Globalization creates logistic, communication, regulatory and competitive challenges in new markets,” says Brad Mountz, president of Mountz, Inc. “Determining the best advertising and search sources to reach potential customers is top priority for us.”

The IHS GlobalSpec Solution

To meet these goals, Mountz, Inc. participated in IHS GlobalSpec's *National Manufacturing Week – The Tradeshow Floor* e-newsletter with the goal of promoting the company's torque arms and electric screwdrivers. *The Tradeshow Floor* delivers a preview of the events and a look at some of the suppliers who will be in attendance at popular industry tradeshows.

Advertising in *National Manufacturing Week—The Tradeshow Floor* allowed Mountz, Inc. to drive booth traffic by reaching a market of prospects that would be attending National Manufacturing Week, as well as the much larger audience segment that was not in attendance at the show. Mountz says, “We were interested in building awareness of our products – not necessarily tied to the show but in general.”

The company chose to complement its presence at National Manufacturing Week with a series of e-newsletter advertisements for a variety of reasons, including expanding the reach of their message, and enhancing the lead productivity of the show.

“There are several benefits that GlobalSpec e-newsletter advertising has to offer, including exposure and increased lead counts,” says Mountz. “We see GlobalSpec newsletters as a viable and trusted source to reach existing customers with new products and find new customers in a professional format geared to industrial products.”

According to Mountz, “With sponsorships in GlobalSpec e-newsletters, we observe an increase in lead generation – which translates to more opportunities. E-newsletter sponsorships supplement our core GlobalSpec program when we want to try to reach more qualified buyers of our types of products.”