

## Newson-Gale Inc.

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

“GlobalSpec is giving us a bigger share of a growing number of leads, and again that’s hard fact, that’s quantifiable.”

“We find it easier to justify spending money on programs that can give you that ROI and actual quantifiable activity that’s been generated through your website.”

**Graham Tyers**  
Chief Executive  
Newson-Gale Ltd.

### Company Profile

For over 25 years, Newson-Gale has been protecting people and assets from static hazards. They serve chemical and petrochemical manufacturers/distributors, pharmaceutical and clean room processes, paints, coatings and solvents manufacturers/ distributors, and food and beverage producers /distributors. These industries, in particular, generate significant amounts of static electricity and have the potential to ignite flammable or explosive atmospheres.

Newson-Gale’s solutions are divided into three flexible product categories that are specified for customers depending on the level of safety required to protect people and plant assets from flammable/explosive hazards.

### Marketing Goals & Strategy

Graham Tyers, Chief Executive of Newson-Gale, told us about the challenges they faced in the recent past. “All industries are getting increasingly difficult to reach these days. We’re finding it more and more challenging to penetrate the high level decision-makers in the pharmaceutical industry and the specialty chemical industry.” he told us. The industry has had to make certain economies over the last 18 months to two years, and as a result, “they’re almost impervious now to new ideas and new technologies.”

“The attention span and the time that prospects have to search for new solutions to old problems or review new information has decreased.” Newson-Gale saw the need to offer persuasive arguments and find ways to raise the brand awareness of the company. The objective is to be in their minds, when the need for our services arise, and “we’re convinced that GlobalSpec has assisted in helping us meet those goals.”

### The IHS GlobalSpec Solution

Tyers can point to several situations where a IHS GlobalSpec lead has “gone through the process and resulted in a sale at the end of the day, and we can also track right back from the original inquiry through our own analysis.” In the last year alone, Newson-Gale has seen about a 30% increase in the number of leads generated, and of that, the IHS GlobalSpec portion has increased threefold.

Tyers appreciates both what he calls “hard and soft” leads. His number one reason for advertising with IHS GlobalSpec is the fact that you can see complete contact information of everyone who lands on your profile.

“That gives more comfort to someone spending marketing dollars,” he said. “You can think well, this guy is working for a serious organization – he’s had a look at several of our pages – you can add that into your marketing program in an appropriate way and that can add to your future success.”