

## Northwire, Inc.

110 Prospect Way  
Osceola, Wisconsin 54020

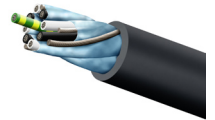
www.northwire.com  
Client Since: June 2004

**“We chose to advertise in GlobalSpec’s Specs & Techs e-newsletter because GlobalSpec has helped us in terms of both branding and lead generation. We get more than half of our sales leads from GlobalSpec, and we get a big bump in leads when we advertise in an e-newsletter.”**

**Tom Collen, Director of Marketing for Northwire**

### Company Profile

Northwire, Inc. manufactures and sells factory-direct, multi-conductor electrical cable for use in industrial, commercial, electronics, medical, transportation, aerospace, and other industries. Northwire’s product offerings include UL/CSA approved and custom-designed cables in PVC, polyurethane, fluoropolymers, TPEs, and proprietary blends in a variety of strandings ranging from 6-32 gauge multi-conductor configurations braided and foil shields, armored cable, coaxial cable, and other custom composite constructions.



### Marketing Goals & Strategy

“One of our key marketing goals is to deliver a three-word message to engineers and designers in a variety of niche markets: speed and custom,” says Tom Collen, director of marketing for Northwire, Inc. “We want them to know that Northwire can make what they want, quickly.”

### The GlobalSpec Solution

In addition to promoting their capabilities through a GlobalSpec custom product program, Northwire has maximized various e-newsletter advertisements to communicate their marketing message. Collen says, “We chose to advertise in GlobalSpec’s *Specs & Techs* e-newsletter because GlobalSpec has helped us in terms of both branding and lead generation. We get more than half of our sales leads from GlobalSpec, and we get a big bump in leads when we advertise in an e-newsletter.”

### In Their Own Words

Tom Collen, director of marketing for Northwire, Inc., says, “e-Newsletter advertisements have proven to play a very important role in our branding efforts. We’re constantly trying to get across the idea that we do custom and we do it fast, and the e-newsletters definitely help with that.”

“When we do an e-newsletter advertisement with GlobalSpec, we see a 25–30% increase in leads.”

“Our qualification rate on GlobalSpec leads is way above the national average. The information supplied by GlobalSpec helps us to qualify leads as soon as possible in the process.”

“The problem in marketing is not generating leads; it’s generating qualified leads. GlobalSpec helps us do that.”

“Being on GlobalSpec is like having a second Web site. It increases our visibility to search engines and Web crawlers.”



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