

RUD Chain, Inc.

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Cedar Rapids, IA 52408-8145

www.rudchain.com
Client Since: 2004

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Greg Luerkens
President and Managing Director
RUD Chain

Company Profile

RUD Chain, Inc. is a subsidiary of RUD Ketten, a privately held German company manufacturing chain products. Products include tire chains, some large enough to fit big mining machinery and loaders, conveyor chains, and lifting chains. In addition, RUD manufactures high-end, forged steel hooks and lifting points, in both weld on and bolt on varieties.

With over 130 years in existence, RUD produces chain products that are sold in over 100 countries worldwide, and offers solutions to a wide array of chain application systems.

Marketing Goals & Strategy

“Our advertisements in GlobalSpec e-newsletters are 100% geared toward supporting our sling, lifting, and lashing products; those are fairly new product groups for North America,” says Greg Luerkens, President and Managing Director of RUD Chain. “We want to generate leads, and we are also trying to increase branding and exposure. GlobalSpec is really designed for engineers. We have a high-end product, so we sell to the engineer who will understand and appreciate what we offer.”

The IHS GlobalSpec Solution

RUD Chain incorporates many IHS GlobalSpec solutions into its marketing efforts, including a comprehensive catalog program, product announcement billboards, and a variety of e-newsletter advertisements. Luerkens says, “When we decided to advertise in GlobalSpec’s *Specs & Techs* e-newsletter, we basically said: ‘Let’s try one and see what happens.’ As it turns out, the number of leads we got increased pretty dramatically.”

Greg Luerkens, President and Managing Director of RUD Chain, says, “We are very satisfied with the response we’re getting from advertising in *Specs & Techs*, and now we’re starting to advertise in GlobalSpec’s *Material Handling* e-newsletter.”

“GlobalSpec is delivering the right type of companies. The reality is that if you reach the right companies, you get a ton of repeat business.”

“Right now, we have a GlobalSpec e-newsletter advertisement set up for just about every month of the year.”

“RUD Chain’s presence on GlobalSpec is one of the perks for our dealers. It gives them a much bigger presence on the internet. We plan to use GlobalSpec to help our dealers – and RUD Chain – grow.”