

# United Testing Systems, Inc.

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

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**Jeff Routley**  
Director of Sales  
United Testing Systems

## Company Profile

Established in 1964, United Testing Systems, Inc. has become one of the world’s premier manufacturers of state-of-the-art materials testing systems. United Testing Systems offers tensile, hardness and polymer evaluation equipment as well as calibration services in the U.S. and abroad. The company prides itself on offering test equipment built to exacting quality standards and designed to meet or exceed all applicable national and international published specifications related to the operation of materials testing equipment and on being able to fulfill customers’ needs for custom equipment to meet special needs.

## Marketing Goals & Strategy

“Our primary goal is to reach quality control managers in any industry that is doing a process to a material that changes its properties,” says Jeff Routley, director of sales for United Testing Systems. “These managers need to be certain that the process has changed the properties in the way that was intended, and that the resulting product meets the manufacturing specification and the customer’s needs.” To reach quality control managers, Routley uses a mix of trade shows, direct mail, cold calls, limited print advertising, Google ad words, and IHS GlobalSpec.

## The IHS GlobalSpec Solution

“GlobalSpec narrows searches in such a fashion that it brings people to us,” Routley says. “As a result, GlobalSpec is our number one source of leads.” He adds. “We’re getting feedback from our reps that GlobalSpec leads are ‘the real deal.’”

Routley notes that IHS GlobalSpec seems to be very good at bringing in prospects who need to make a decision immediately. “We’ve had people find us through GlobalSpec and give us a call; we give them a quote, and they give us an order – all in the same day,” he says.

IHS GlobalSpec helps to level the playing field for United Testing Systems. “We’re not the biggest or best-known company in our market, but we make some of the best equipment,” Routley says. “When it’s time to get quotes on equipment, we want to get invited to play. That’s what GlobalSpec helps us to do, because when we’re involved, we have a great track record of closing the deal.”

IHS GlobalSpec e-newsletters have proven highly successful for United Testing Systems. “They’re great for unique product introductions,” Routley says. “We’ve gotten RFQs for some very specialized equipment we’ve featured in a GlobalSpec newsletter. Newsletters definitely produce an immediate surge in leads in the day or two after they are sent out.”

In addition to the performance of IHS GlobalSpec, Routley is also very impressed with the attention he has received from the IHS GlobalSpec team. “Our rep is terrific, providing terrific service after the sale and following up on leads to see how they went. Contrast that with our Google ad words campaign – it’s costly and requires so much attention to manage that it’s virtually unmanageable!”