

Vulcan Spring & Mfg. Co.

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Telford, PA 18969

www.vulcanspring.com
Client Since 2003

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Bob Gustafson
VP of Sales and Marketing
Vulcan Spring & Mfg. Co.

Company Profile

Vulcan Spring & Mfg. Co. is a custom flat steel spring manufacturer. The company's products include constant force springs, variable force springs, power springs and pullboxes. More than 30 years ago, the first commercial application of a Vulcan spring was used to power the speech mechanism in the “Talking G.I. Joe” doll. Today, Vulcan springs are employed in a wide range of applications where exceptional design, high quality materials and superior manufacturing techniques are required to meet customer needs, including springs that push products forward on a shelf, trigger the use of a medical device and open solar panels on satellites in space. Over the years, Vulcan has manufactured over 6,000 individual products for more than 2,000 customers.

Marketing Goals & Strategy

“Our goal is to be available online for engineers and designers who are searching for this type of niche product. Since our customer base is spread among many different industries we need to have marketing tools that cast a wide net on one hand, and can selectively target markets on the other,” says Vulcan VP of Sales and Marketing Bob Gustafson.

“We want to reach as many engineers and designers as possible, hopefully in the early stages of the design process. This way, we can work with them to make the best possible product. We work to integrate the spring into the other components of the product and usually can add to the overall design.”

The IHS GlobalSpec Solution

“GlobalSpec allows us to be found online when an engineer or designer is looking for a solution to a problem and knows that a spring would help. GlobalSpec is searched by many different industries and we see this in the results. GlobalSpec also has targeted newsletters that we have utilized for different industries, customizing our message,” Gustafson says.

Another aspect of IHS GlobalSpec that Gustafson likes is the ability to add products to Vulcan's online profile to show the engineer the type of products that the company offers. “We can add updated information and new products at any time,” he says.

Gustafson is enthusiastic about IHS GlobalSpec's lead reporting system. “Leads are sent directly to us. We can also download custom reports at any time. Our results are magnified when we advertise in e-newsletters. We see increases of 400% when we run newsletter advertisements. We are always looking at the newsletters to increase our visibility.”