

## Associated Polymer Labs, Inc.

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Argyle, NY 12809

www.testplastic.com  
Client Since: June 2006

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**Jim Zwynenburg,  
Vice President ,  
Associated Polymer Labs**

### Company Profile

Associated Polymer Labs, Inc. was founded in February 1999 to help its clients and associates find the right answers to critical questions regarding foam, plastic, rubber, elastomers, composites and epoxies. From the epoxy used to join gold foil in space satellites, to the containers for takeout meals, Associated Polymer Labs helps its clients test, characterize, analyze, predict performance, provide quality assurance, improve performance and reverse engineer plastics and related materials. For some clients, Associated Polymer Labs provides service on a project basis; for others, it serves with an on-going testing program; and for still others, Associated Polymer Labs functions as a de facto quality control department. Even though Associated Polymer Labs is a relatively young laboratory, it has already garnered a hard-won reputation as one that will pioneer new techniques to provide the answers that clients need.



### Marketing Goals & Strategy

“Our marketing goal is to reach scientists, engineers, directors of technology, vice presidents, and sometimes owners of companies who have a critical need to get an answer about their polymer material,” says Jim Zwynenburg, vice president of Associated Polymer Labs. “Our marketing objective is ultimately to speak with those people so that we can find out what their needs are and determine if we can meet them.”

Toward that end, Associated Polymer Labs uses two key tools: the Internet and professional interpersonal networking. At first, Associated Polymer Lab’s Internet marketing outreach was fairly low level, consisting of the company’s Web site and some pay-per-click online advertising. But then APL decided to add GlobalSpec to the marketing mix.

### The GlobalSpec Solution

Associated Polymer Labs has found great success with their GlobalSpec program, which includes a comprehensive company profile on GlobalSpec.com, e-newsletter advertisements and Product Announcement Billboards. “In the first year GlobalSpec paid for itself and actually made some money,” Zwynenburg explains. “In the second year, we listened to what the folks at GlobalSpec were telling us, made some changes, and did even better. In the third year, we’re working the leads we get from GlobalSpec every day.”

In the three years since incorporating GlobalSpec into their marketing mix, Associated Polymer Labs has tripled in size. “Now we have clients ranging from little customers to multi-billion-dollar corporations, and they have largely come through GlobalSpec,” Zwynenburg says.

Zwynenburg takes advantage of many of the value-added marketing tools that GlobalSpec has to offer, including adding white papers and news announcements to their company representation, and also advertising in the Specs & Techs e-newsletter. “Every time we put out something new, we get bombarded with visitors to our content,” he says.

He adds, “We download leads from GlobalSpec every single day and contact every one to qualify them – to find out what their need is and whether we can meet it. If Associated Polymer Labs can meet the need, we are usually asked for a quotation, and of those who ask for a quote, 80% become our customers. Without the detailed contact information provided by GlobalSpec, we couldn’t make that happen.”