

MagCap Engineering, LLC

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www.magcap.com
Client Since: January 2004

“Our investment in GlobalSpec more than paid for itself – in orders received – within the first four months of starting our marketing program.”

Stella Karavas, Vice President for MagCap

Company Profile

MagCap Engineering is dedicated to the design, engineering, manufacture and repair of custom magnetics of all sizes, serving the broadcast, military, defense, microwave and food industries. The company also consults with customers on modifying and refurbishing existing units. MagCap Engineering Inc. was founded in 1969, and split into two companies in February 2000: Pulse Systems and MagCap Engineering, LLC. While Pulse Systems focuses on high-tech modulators and transmitters for radar systems for defense companies, MagCap manufactures the magnetic components incorporated into these products.



Marketing Goals & Strategy

MagCap strives to be the preferred provider of high-voltage transformers and other magnetic components and sub-assemblies by focusing on leadership in quality, product conformance and on-time deliveries.

MagCap’s goal is to reach potential customers with specialized needs and short lead times; their ideal customer is the engineer or technical buyer requiring a custom-designed item to meet the specifications of a particular project.

The GlobalSpec Solution

GlobalSpec targets the exact audience MagCap wants to reach, and gives them a way to showcase their custom manufacturing capabilities and expertise. GlobalSpec’s “Request Custom Quote” feature enables potential customers to effectively communicate their requirements. MagCap’s marketing program on GlobalSpec has delivered detailed sales leads, orders and new customers, resulting in an amazingly fast Return on Investment.

In Their Own Words

Stella Karavas, Vice President for MagCap, says, “Our investment in GlobalSpec more than paid for itself – in orders received – within the first four months of starting our marketing program.”

“GlobalSpec and our own company Web site are our sole source of leads. We used to do print advertising, but we don’t anymore.”

“GlobalSpec is a perfect fit for our company. We wanted to target engineers; GlobalSpec reaches them and gives us immediate response. In addition, GlobalSpec gives us the global exposure we need; in fact, we just received a Request for Quotation on 100,000 units from a customer in India.”



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