

# Spotlight on: Micro Plastics, Inc.

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www.microplastics.com  
Client Since: August 2005

**“Newsletter advertisements have been very good for us. For example, when we run an ad in the Specs & Techs e-newsletter, we see a 40-50% increase in leads.”**

**– Tony Wilson  
Creative Marketing  
Developer  
Micro Plastics, Inc.**

## Company Profile

Micro Plastics, Inc. is the world’s largest manufacturer of molded threaded nylon fasteners. A US-based, family-owned business for over 40 years, Micro Plastics sells fasteners to a wide variety of industries. Its fasteners are used in everything from the space shuttle to hummingbird feeders, from appliances and computers, to automobiles. As Tony Wilson, creative marketing developer for Micro Plastics, Inc., puts it: “Think of any brand name product, and our parts are in it.”



## Marketing Goals & Strategy

Because Micro Plastics, Inc.’s products are useful in applications in multiple industries, the company’s goal is to reach a wide range of industries with the message of the availability and the quality of Micro Plastics’ offerings.

## The GlobalSpec Solution

Before Wilson arrived at Micro Plastics, Inc., the company’s outreach was nearly 100% focused on print media. Now more than half of the marketing effort has been moved to the Internet. Wilson says, “GlobalSpec is really deep – there are many different ways that people can find us through GlobalSpec. We get 500-600 leads a month from GlobalSpec and that translates into GlobalSpec being a significant source of business for us.”

Micro Plastics also uses GlobalSpec e-newsletters such as *Specs & Techs*, *Plastics Fabrication*, and *Fastening, Joining & Assembly*, and they deliver results. GlobalSpec newsletters allow Micro Plastics to communicate with key audiences about materials and parts that are new to industry, how Micro Plastics designs its parts, what software the company uses, and how engineers can download 3D data on parts and plug it into their CAD systems. Wilson says, “Newsletter advertisements have been very good for us. For example, when we run an ad in the *Specs & Techs* e-newsletter, we see a 40-50% increase in leads.”

Micro Plastics has also benefited from additional online media offerings from GlobalSpec. According to Wilson, “We also use Product Announcement Billboards and banner ads, and we see traffic from all of them.”

The bottom line for Wilson: “GlobalSpec has been the ladder to get to the next level for our company, and GlobalSpec gives us a vision of what we could do with our Web data.”



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