

Wm. H. Brewster Jr., Inc.

16 Kulick Rd.
Fairfield, NJ 07004

www.brewster-washers.com
Client Since: 2006

“GlobalSpec is our number one source of leads. It’s resulting in business, and we’re winning 80-90% of the time when we are asked to quote.”

Sal Freda, Jr.
General Manager
Wm. H. Brewster Jr., Inc.

Company Profile

Since its inception in 1919, Wm. H. Brewster Jr., Inc. has manufactured precision round shims, washers and discs for practically every purpose imaginable. Brewster parts are found in everything from computer motors, to the space shuttle; from dental tools, to the Mars Lunar Rover. The company’s precision shims, washers and discs are manufactured with rigorous quality control and adhere to the strictest government standards. Wm. H. Brewster Jr., Inc. specializes in parts ranging in thickness from .0005 and up, and offers products in stainless steel, aluminum, brass, copper, phosphorous bronze, beryllium copper and a variety of plastics.

Marketing Goals & Strategy

Because Brewster products are used in applications from the diaphragm in the oxygen mask of fighter pilots, to the Spider-Man ride at Universal Studios; from guidance systems, to knee replacements, the company’s biggest marketing challenge is to reach “as many people as possible in industry,” but especially engineers, designers, and buyers, including those who must meet DFARS (Defense Federal Acquisition Regulation Supplement) requirements.

The IHS GlobalSpec Solution

Sal Freda, Jr., General Manager for Wm. H. Brewster Jr., Inc., says, “From the beginning the results we received from GlobalSpec were spectacular. I received more leads in the first month than I had for the previous year from other programs we were running!”

He adds, “We are getting double or triple the leads that we were with our previous advertising company – at half the cost. I am totally, completely satisfied with GlobalSpec. The results and the people are great.”

Wm. H. Brewster Jr., Inc. receives more than 14,000 impressions on GlobalSpec.com in a year. For Freda, that’s like making 54 cold calls each and every business day. Because of IHS GlobalSpec, Brewster received an inquiry from an Irish division of Bausch and Lomb. That division became a customer, and now Brewster is dealing with three different divisions of the company.