

DEPRAG, Inc.

640 Hembry Street
Lewisville, TX 75057

www.depragusa.com
Client Since: 2006

“An appliance maker who found us through GlobalSpec has produced more than \$250,000 in new sales for us, and an electronics manufacturer who needed our ‘Soft Touch’ screwdrivers to assemble sensitive products was another big win that came from GlobalSpec.”

Lori Logan
Marketing Manager
DEPRAG, Inc.

Company Profile

DEPRAG, Inc. is the North American subsidiary of a German company that designs, manufactures, and distributes power tools, automation equipment, and screwdriving equipment. DEPRAG’s equipment is used in a wide variety of markets – virtually anywhere assembly or fabrication is taking place – from personal care products to air rifles and air pistols, from cars to computers, and from entertainment electronics to medical equipment.

Marketing Goals & Strategy

“One of the problems we have,” says Lori Logan, marketing manager for DEPRAG, Inc., “is that our equipment lasts a long time, so we are not constantly selling replacements to customers. As a result, we need to make sure that we have a broad customer base that is constantly expanding.”

To generate new sales leads every month, DEPRAG, Inc. advertised in trade publications and in Thomas Register, and attended trade shows. But then things changed. “Results from magazines basically dried up,” Logan says. “Thomas Register was not producing detailed leads for the high-tech market that we needed, and trade show results were hit and miss.”

“We decided to give GlobalSpec a shot,” she says. “In today’s environment you have to push the money where you can recognize that it will produce results, and we have to make sure that we get full return on our money.”

The IHS GlobalSpec Solution

DEPRAG, Inc. uses a variety of IHS GlobalSpec programs to reach new customers and generate leads, including a catalog program, e-newsletter advertisements specific to their target audience, and banner ads designed to improve branding in relevant categories. Logan says, “Within two months I became a believer in GlobalSpec. Fully 80% of our new business accounts are a result of GlobalSpec.”

Because of IHS GlobalSpec, DEPRAG, Inc. has landed a number of very high profile accounts. Logan says, “An appliance maker who found us through GlobalSpec has produced more than \$250,000 in new sales for us, and an electronics manufacturer who needed our ‘Soft Touch’ screwdrivers to assemble sensitive products was another big win that came from GlobalSpec.”

“With the detailed lead information supplied by GlobalSpec, I can do an automatic mail merge and respond to everyone quickly, efficiently, and personally,” she adds.

DEPRAG, Inc. is also enjoying the results of promoting their products in IHS GlobalSpec e-newsletters including *Industrial Automation* and *Machine Tools & Metal Working*. Logan says, “On average, I get a 50% increase in leads when we do an e-newsletter advertisement. We can use that to steer certain product lines when they need it.”