

UMBRA GROUP

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Client Since: 2011

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Tony Gonzalez
Director of Sales and Marketing
UMBRA Group

Company Profile

For 40 years, UMBRA Group has built a reputation as a manufacturer of ultra-reliable ballscrews and other motion components for the aerospace industry. UMBRA's products include permanent magnet motor technology, complete electromechanical actuation technology, bearings, and EMA direct drives for industrial use, as well as linear motion devices for biomedical applications.

Marketing Goals & Strategy

Introduce a new technology. "First and foremost, we wanted to promote our new reciprocating linear alternator technology," says Tony Gonzalez, director of sales and marketing for UMBRA Group. "We wanted to introduce the product to the alternative and renewable energy market. It's a product that can use piston-like movement to generate electricity."

Build brand visibility. "UMBRA is very well known for its reliability in the aerospace industry," Gonzalez says, "but very few people knew of us in the alternative and renewable energy segment."

The IHS GlobalSpec Solution

Stimulating ideas for application of a new product. "I strongly believe that you can't possibly think of all the applications for your product. The online event helped to educate us about potential applications, and it got a number of event attendees thinking about how they might apply our technology to their needs," Gonzalez says.

He adds, "We had a video in our booth so that people could see what our technology does and how it works."

Building awareness. "As a result of the online event, we have three strong inquiries and a number of other contacts. The volume of interest was more than we anticipated, and it continues to grow even after the event," Gonzalez says. "There is a definite advantage to creating awareness with IHS GlobalSpec online trade shows and events and IHS GlobalSpec e-newsletters."

UMBRA gained additional exposure in the Knowledge Exchange, an area within the event environment, which includes additional content and educational information from exhibitors and speakers. UMBRA featured an Industry Audio Brief Podcast and product demo videos to showcase their technology and products.

He says, "I used the Knowledge Exchange a great deal. It was also a source of engagement opportunities. I would talk to people and that would sometimes lead to a private chat for a deeper conversation. I thought the quality of the audience was very good. All the questions that were asked were very relevant. The breadth of the tools that were available – the networking, the private chat, and so forth – all work very well together with seamless transfer from one to another, and that was very helpful."