

# Gurley Precision Instruments

514 Fulton Street  
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[www.gurley.com](http://www.gurley.com)  
Client Since: 1999

“We can move faster and smarter, thanks to GlobalSpec.”

**Martin Gordinier**  
Gurley Precision Instruments

## Company Profile

Gurley has been in business since 1845, and since the 1950s the company has manufactured industrial optical encoders that provide position feedback for motion control applications. The encoders that Gurley makes are high-end, very accurate, and very robust. In the past, the company served a niche market, enjoying a reputation as “the one company that would start with a clean sheet of paper.”

Recently, however, the company’s focus has shifted. “A series of strategic partnerships with companies overseas has given us the ability to reduce our costs while adding significantly to the breadth of our product line. Now we offer as many products as our largest competitors,” says Martin Gordinier, Gurley’s Director of Marketing.

“That gave me a special challenge,” Gordinier says. “Where before we were a niche player, now we have a branding focus. We want to convince our potential customers that we have as broad a product offering as the other heavy hitters, yet we’re small enough to do fine tweaking if it is needed.”

“GlobalSpec.com allows us to exhibit our products on a timely basis,” he says. “The reports and leads GlobalSpec.com generates are very specific, which is what we need.”

“The information we get is unlike any other lead generation source we use. It’s smart enough to tell us who has looked at our products and when it occurred.. It’s detailed, timely, and very useful to us, no doubt about it.”

Gordinier adds, “It allows us to determine if we are dealing with a previous or new customer and who to get involved at the onset, including engineers, sales people and manufacturing.”

“We’re in a highly competitive market,” he says, “We can move faster and smarter, thanks to GlobalSpec.com.”