

New Website Propels Sales at Flinchbaugh Engineering

Real Results:

- 26% increase in sales to \$50 Million
- 52 jobs created

Company Profile: Flinchbaugh Engineering Inc. (FEI) in York, PA is an employee owned leading-edge contract manufacturing facility in York, PA, that has helped customers reduce manufacturing cost for high quality precision machine products for 30 years. FEI achieved excellence in manufacturing efficiencies and customer satisfaction through LEAN manufacturing strategies and Strategic Cell Migration™ innovation partnerships. They have a diverse customer base across many industries including internationally recognized names such as Caterpillar, Siemens, Volvo Truck and Alfa Laval.

Situation: In 2007 Flinchbaugh Engineering Inc. made a strategic decision to pursue line transfer services for current and potential customers. This decision required establishing a brand to help bring awareness to other manufacturers of their line transfer services. Through initial projects with MANTEC, FEI worked on the marketing basics such as brand name, image, message and literature. The result of this initiative was a new brand named Strategic Cell Migration™. The next stage for the company was to bring awareness of Strategic Cell Migration™ to executive level decision makers at manufacturers in a broader market place. This was mainly done through telemarketing. It was during this stage that FEI realized potential clients were searching online for solutions for their strategic sourcing challenges not aware that line transfer represented an option to traditional outsourcing paradigms. A visual presentation of the process was needed to position Strategic Cell Migration™ as an alternative.

Desired Results and Deliverables: The company wanted a website devoted to informing prospects of Strategic Cell Migration™. The website had to explain the process and benefits of line transfer service with Flinchbaugh Engineering. Informing other manufacturers that FEI services are more cost effective than outsourcing overseas was another valuable objective the website must accomplish. This visual presentation was executed with a demo of the migration process, a cost savings calculator, case studies and by informing visitors of the website that FEI has Six Sigma quality and ISO certifications.

Results: Flinchbaugh Engineering's sales have jumped from \$39.8 million to \$50 million from 2007 to 2008, a 26% increase. The company added 2 new line transfer customers during this time and expects 2-3 new customers per year for their Strategic Cell Migration™ initiative. FEI uses LEAN and Total Production Maintenance (TPM) principles to transfer machines from their customers' locations to their facility. This enables them to keep the machines in excellent working order. Flinchbaugh Engineering also increases output from the machines enabling them to serve other clients with the additional production capacity.. FEI expects an increase in sales of \$21 million in a 3 year time horizon. A total of 52 new jobs were created in 2008 to support the Strategic Cell Migration™ service.

"MANTEC's support was instrumental to launching our Strategic Cell Migration™ brand, which allowed Flinchbaugh Engineering to establish more targeted and impactful selling opportunities , driving growth and preserving capital. The notion of transferring production lines from client locations to FEI is not new; however, the new branding and messaging speaks much more directly to the executive decision maker addressing the larger strategic issues that make Strategic Cell Migration™ a low risk low cost choice compared to traditional outsourcing."

~Rob Campbell, FEI VP of Business Development

To set up your Website redesign contact your Professional Business Advisor directly or MANTEC at 717-843-5054

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