



PRESS RELEASE
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For Immediate Release
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CMTC Launches New “Made in California” Program for Southern California Manufacturers

TORRANCE, CA – [California Manufacturing Technology Consulting®](http://www.cmtc.com) (CMTC) announced today the creation of a new “[Made in California](#)” program for Southern California manufacturers. The online program showcases the products made in Southern California to the public while providing an Internet-based forum for manufacturers to connect and discuss industry issues.

To raise awareness about the importance of manufacturing, CMTC now dedicates an entire [section of its](#) website to the program. Southern California manufacturers can [sign up for free](#) and get a [company profile](#) page to feature their products and services, share company news, display pictures and videos. The benefits of the program are to create a community of manufacturers to share knowledge, expertise and increase their visibility. In the future, CMTC is planning to provide potential business opportunities and will distribute industry news via the social media platforms to those manufacturers who register.

Social media platforms were also launched to support the website. Made in California pages were created on [LinkedIn](#), [Facebook](#) and [Twitter](#) so manufacturers could further expand their visibility, create synergies by connecting with other manufacturers and converse about important industry topics such as innovation, process improvements and growth. Social media followers will also receive industry news and can network with potential new customers.

CMTC, a private, nonprofit organization, serves as the Hollings Manufacturing Extension Partnership (MEP) Center in Southern California as an affiliate under the [National Institute of Standards and Technology \(NIST\)](#). CMTC launched the Made in California program to recognize the contributions of manufacturers in the region and feature companies who have made a positive contribution to the State’s economy.

“In this economy, it is vitally important to recognize those manufacturers who continue to stay in California and support their efforts however we can,” stated Jim Watson, President and CEO of CMTC. “Manufacturing in the region plays an important economic role in the State’s economy since Southern California has the largest concentration of manufacturers in the nation.”

For more information about Made in California, please contact Ellen McKewen at (310) 263-3018 or emckewen@cmtc.com or visit www.cmtc.com/made-in-california-program.

ABOUT CALIFORNIA MANUFACTURING TECHNOLOGY CONSULTING

A private, nonprofit corporation established in 1992, CMTC is an affiliate of NIST MEP, under the Federal Hollings Manufacturing Extension Partnership (MEP) program, a network of more than 60 centers across the country that provides assistance to small, medium and large manufacturers. CMTC serves Fresno to San Diego/Imperial County. For more information, visit www.cmtc.com.

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