



California's Manufacturing Network

690 Knox St.  
Torrance, CA 90502  
(310) 263-3060  
[www.cmtc.com](http://www.cmtc.com)

FOR IMMEDIATE RELEASE

## **MEDIA RELEASE**

Contact: Steve Brand (310) 263-3018  
[sbrand@cmtc.com](mailto:sbrand@cmtc.com)

### **Artech Industries: Leader in the Manufacturing and Delivery of High Quality Load Cells Achieves Its Strategic Growth Objectives**

**Torrance, CA** – March 3, 2020 – Local Riverside, CA manufacturer, Artech Industries, was recently featured in a case study submitted by CMTC (<https://www.cmtc.com/cmtc-case-studies/artech-industries>).

Artech Industries, Inc. is a major supplier of strain gauge load cells / force transducers for a wide variety of industrial and OEM applications. Proven engineering innovations, precision manufacturing and effective quality control procedures have built an enviable reputation and record of performance since the company's founding in 1985. With complete in-house machining capabilities, inventory levels that enable the company to be responsive, and a focus on maintaining on-time delivery, Artech has been a reliable fixture in its local manufacturing community.

Recent events have negatively impacted Artech's ability to achieve its strategic growth objectives. For the last three years, revenue had been trending downwards and customer consolidation has decreased its customer base. In addition, increased global competition, increasing costs for metals, challenging supply chain issues and a lack of in-house expertise and capacity led Artech's senior management to engage CMTC's assistance to stimulate sales growth.

Artech's leadership contacted CMTC to assist in developing a lead generation initiative starting with the implementation of two growth programs:

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1. BizBytes™ Sales Activity Program to increase awareness and generate new leads for the company's product lines
2. BizLeads™ Program to identify and source new prospects in targeted markets

These two programs were implemented in the following steps:

- **E-mail Campaign** – An e-mail campaign was launched consisting of three target flights. The messages were designed and developed using content that came from Artech's website and product literature. The email campaign list was a combination of new prospects provided through by the BizLeads program as well as from Artech's customer and prospects lists.
- **Research for Prospective Customers** – Research was done using proprietary systems to acquire relevant prospects in industries targeted by Artech. Evaluation and screening of prospects was done that led to the addition of new prospects to the company's target marketing list.
- **Data Collection & Analytics** – Artech received a customized report of each BizByte e-mail with analytics on the number of "opens" and "clicks" generated by the e-mails.

Girish Bera, Chief Financial Officer at Artech stated, "CMTC has assisted us in growing our business through a sales and marketing campaign to reach new customers, enhance our sales pipeline and expand sales."

CMTC, as one of fifty-one Centers across the nation in the MEP National Network, is part of the U.S. Government's effort to develop and deploy technology, management and technical expertise to small and medium-sized manufacturers to improve their productivity and global competitiveness.

#### **About Artech Industries**

Artech Industries, Inc. is a family-owned business based out of Riverside, California. Starting in 1985, we have established a company which prides itself as being a leader in manufacturing and delivering high quality load cells and related products Made In The USA. Throughout our history, we have and continue to develop our engineering capabilities and manufacturing practices to incorporate new technologies and innovative use cases, while balancing the practical needs of our global customers. As Artech Industries has continued to evolve over the past several decades; we maintain an unwavering commitment to quality, to excellence, and to you. For more information visit [www.artechloadcell.com](http://www.artechloadcell.com).

#### **About CMTC**

CMTC, a private non-profit corporation, was established in 1992 to provide consulting services to small and medium-sized manufacturers in California. In 2016, The U.S. Commerce Department's National Institute of Standards and Technology (NIST) awarded CMTC a five-year agreement to be California's Manufacturing Extension Partnership (MEP) Center. This agreement makes CMTC the lead organization for delivering services to small and medium-sized manufacturers in California with support of partners throughout the state. Through its collaboration with these partners, CMTC will enhance operational performance, new product development, market expansion and technology adoption for manufacturers in both urban and rural centers. For more information visit [www.cmtc.com](http://www.cmtc.com).

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