



## ARTECH INDUSTRIES



www.artechloadcell.com

Artech Industries, Inc. (“Artech”) 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.

### Sales

**\$250K**  
New Sales  
**\$2.6M**  
Retained Sales

### Challenges

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.

### Jobs

**2**  
Jobs Created  
**12**  
Jobs Retained

### Solution

CMTC assisted in developing a lead generation initiative with the implementation of two growth programs:

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

### Investment

**\$140K**  
in Investment

These two programs were implemented in the following steps:

- **Email Campaign** – An email campaign was designed and developed using content from Artech’s website and product literature. The email list was a combination of new prospects provided through by the BizLeads program and Artech’s customer and prospects lists.
- **Research for Prospective Customers** – Research was done to acquire relevant prospects in industries targeted by Artech. Evaluation and screening of prospects 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.

### Cost Savings

**\$125K**  
in Cost Savings

### Impact

- Heightened market and industry awareness
- Increase in viable sales leads
- Increase in sales of \$250,000 that supported the addition of 2 new jobs
- \$2.6M in retained sales and 12 retained jobs
- Investment of \$140,000
- Savings of \$125,000 in internal costs