

Real Results:

- 12 new employees
- 100% retained sales
- 10 new high potential leads

Company Profile: **Boose Aluminum Foundry, Inc.** located in Reamstown, PA with 119 employees produces high quality aluminum castings for the defense industry and commercial customers. The company was established in 1933 and uses the sand casting process and is in a modern well-equipped facility.

Situation: Boose Aluminum has worked with MANTEC, a NIST MEP affiliate, for over 20 years. The 36 projects utilized the full spectrum of MANTEC's services including Business Growth Services, LEAN/Process Improvement, HR Workforce Development, Information Systems, and Sustainability. The leadership team at Boose Aluminum observed a softening of sales and felt proactive steps were required. As Boose reconfigures the company and positions itself for growth, several initiatives were started including sales and marketing services, supervisor skills assessment and a succession planning assessment. MANTEC utilized internal resources for the succession planning and recommended a Qualified Solutions Provider to meet the other needs.

Desired Results and Deliverables: The sales and marketing services will support efforts to sell the company's various products in new markets. A critical piece to this effort is an updated and redesigned product brochure. The messaging developed will focus on customer needs. The website was also updated to match the new messaging. Lead forensics was put in place to determine the potential leads visiting the site. The goal is to grow top line sales and improve profitability.

Boose Aluminum management realized that employees are an important factor to business growth. Boose promoted supervisors from within the organization. A specific training assessment provided the next steps for educational development for the supervisors to enhance their leadership skills. This will make a positive change on the culture and leadership and in turn strengthen the company.

Finally, MANTEC assisted Boose Aluminum with learning more about succession planning and the key steps to take now to ensure a successful transition in the future.

"Boose Aluminum appreciates the varied resources MANTEC can provide. MANTEC personnel understands our business and offers real solutions. As a result, Boose Aluminum is on the path to growth and future success."
~Roger Boose, President of Boose Aluminum Foundry Company

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

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