

Real Results:

- 30% increase sales from a single month ad placement
- 2 new jobs with plans for 1 more
- Progressive and cohesive identity motivates employees and is driving the mission as a team.
- OEM level customers and more end user inquires

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

600 North Hartley Street
Suite 100
York, PA 17404
717-843-5054
www.mantec.org

Company Profile: The Pennsylvania Scale Company is located in Lancaster, PA with 11 employees and was established in 1908. The first products were metering pumps used for dispensing gasoline and oil. From there, the company moved into the manufacture of scales and other weighing devices of mechanical design. Today, the company manufactures a full line of high quality, electronically operated scales in the USA and has a well-differentiated narrative in the industry.

Situation: The Pennsylvania Scale Company first engaged with MANTEC, a NIST MEP affiliate, in 2008 to perform a base line business analysis. Like many businesses during the recession, PA Scale experienced a significant drop in business levels and subsequently reduced headcount. The one time large marketing budget became a desktop do it your-self with limited results and a dated image.

Desired Results and Deliverables: PA Scale turned to MANTEC for marketing assistance. A MANTEC Qualified Solutions Provider assessed the marketing needs of the organization, determined the strategy and developed the initial four product brochures. As the relationship grew, PA Scale relied on the provider for more marketing wisdom. The logo was updated for a consistent look, a new trade show display was created and new product photos were taken. PA scale is currently redesigning the website and developing a product catalog. National advertising for brand-awareness has been implemented, all 4-color, some full priority page with banner ads and Email marketing components. The marketing program was so successful that the parent company of PA Scale is using the same provider for other needs.

“MANTEC is an invaluable resource for ideas, advice, and best practices. The Pennsylvania Scale Company appreciated the outstanding connection to keep our brand relevant and fresh in the marketplace. Professional marketing is necessary to highlight our products and benefits to our customers. The 100+ year old business is still going strong with positive measurable results.” ~Rob Woodward, VP/GM of Pennsylvania Scale Company