



| PENNSYLVANIA'S INDUSTRIAL RESOURCE CENTER NETWORK |

SOUTH CENTRAL PENNSYLVANIA

MANUFACTURING SUCCESS



PENNSYLVANIA SCALE COMPANY

110 Years Manufacturing in Lancaster Pivots to Future Success.

MANTEC

POC: Kelsey Deemer, Marketing and Events Coordinator
(717) 843-5054
York, PA 17404
www.mantec.org

WHAT THEY DO

From grams to tons, Pennsylvania Scale produces bench counting and weighing scales, weigh/count controls, platforms scales, Airport Baggage check-in scales and a wide range of capacities and accuracies from 2 lbs. to 40,000 lbs. capacity.

“IN WHAT HAD BEEN ACCEPTED AS A MATURE, COMMODITIZED INDUSTRY, WE ARE NOW SEEN AS AN INNOVATOR AND ARE EXCITED ABOUT A BRIGHT, DYNAMIC FUTURE LEVERAGING OUR PRODUCT LINE IN NEW DIRECTIONS, WITH A VALUE STORY THAT MAKES PRICE LESS SIGNIFICANT AND ADAPTING TO, RATHER THAN BEING CHOCKED BY, EVOLVING ROUTES TO MARKET AND FRAGMENTATION. OUR MARKET FACE PUTS US ON PAR WITH COMPETITORS 20 TIMES OUR SIZE IN REVENUE, AND MARGINS ARE IMPROVING DESPITE PRESSURE FROM LOW COST IMPORTED COMPETITORS.”

Rob Woodward, Vice President & General Manager / Pennsylvania Scale Company

THE CHALLENGE

A stale marketing presence and weak identity made the company vulnerable to low cost imports, despite a great brand reputation and strong differentiation. The challenge was how to leverage the legacy brand to

become identified as more progressive and relevant to a market that is more commoditized. As the route to market became more fragmented, trusted dealer advocates were selling other brands based on price, rather than the perceived value of the company’s traditional strengths of sustained accuracy and longevity and made-in-USA differentiation.

THE BENEFIT

A total reboot of the company’s branding and identity was in order: Updated logo identification, web site, photography, parts and equipment catalogs, advertising, brochures, and public face was in order.

THE FUTURE

Several new products have been introduced and a focus on Process Control and Lean Manufacturing as a value contributor vs. a scale on a table or platform scale on the floor. New synergistic partnerships have been attracted, resulting in a new ‘Wireless to Web’ product line known as PIVOT WIRELESS TECHNOLOGY. A sub-brand PENNSYLVANIA AIRPORT SCALES will move vertically to the airport market.

REVENUE

With sales of approximately 4 million, the company’s counting scale products specifically increased in sales by 43% fiscal year to fiscal year. Profitability increased significantly as did year over year sales. The brand has been successfully repositioned to appeal to an evolving, tech-oriented market.

