Coburn-Myers Fastening Systems, Inc.

A ThomasNet Case Study

Solution

ThomasNet created an online catalog of Coburn-Myers Fastening Systems' 25,000 products within over 130 product lines, in addition to a full suite of reporting tools. Ted Harp, Coburn-Myers' Vice President stated "This was at a fraction of the cost it would have been for us to create the catalog ourselves."

Results

Coburn-Myers is now able to see what their customers are searching for, and where customers are going on their site. Coburn-Myers staffers use this data to enhance certain pages on their company's site as well as to have an immediate sales response.

As Ted Harp explains, "ThomasNet provides quality tools to allow you to market yourselves. Our online program allows us to keep up with the industry. Our ThomasNet Catalog program was a cost effective way for a small company to have an online catalog. The system allows our customers to make multiple RFQs as well as allowing us to make changes to the catalog using the back-end tools." The most recent online catalog order is from a material handling equipment company for $27,000 in Coburn-Myers Rod Ends.

Coburn-Myers estimates they receive at least ten requests for quotes (RFQs) a day via their ThomasNet online catalog. Furthermore they are shipping daily to their web customers.

Find out how ThomasNet Web Solutions can help you implement a complete, end-to-end web strategy that will enable you to succeed in today's online environment. Contact your local ThomasNet Representative by calling 866.662.0222 or visiting http://Websolutions.ThomasNet.com

ThomasNet WebSolutions