## **Ringfeder Corporation**

A ThomasNet Case Study

SOLUTION

## Solution

Ringfeder decided to expand their ThomasNet online marketing program to include CAD drawings. Thomas-Net put drawings of their products online in a universal format directly insertable into all major CAD software programs. Ringfeder has moved on to work with ThomasNet to put their product line into a fully searchable online catalog. This allows their customers and prospects to drill down and refine a search to locate the exact product they need, ultimately saving time and making Ringfeder their vendor of choice.

The single biggest advantage of having our CAD program with ThomasNet is their technical competence in implementing, hosting and supporting a huge array of CAD formats. In addition, ThomasNet helps me reach a wide and well qualified audience in a cost effective manner.

Carl Fenstermacher President for Ringfeder

## Results

A key measure of Ringfeder's success was the number of downloads they received once they implemented their ThomasNet CAD program. In the first quarter of 2006, there were 312 downloads and inserts of Ringfeder's parts. ThomasNet research indicates that 80% of all parts downloaded go on to be specified and purchased. This is made even easier as the bill of materials retains the Ringfeder name along with the part specifications. This helps ensure that once a drawing is downloaded, that specific part will be ordered from that particular manufacturer, and not a competitor.

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**Ringfeder Corporation Product Catalog !** 

"The single biggest advantage of having our CAD program with ThomasNet is their technical competence in implementing, hosting and supporting a huge array of CAD formats. In addition, ThomasNet helps me reach a wide and well qualified audience in a cost effective manner", said Carl Fenstermacher, President.

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

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## ThomasNet WebSolutions

RESULTS