

## A ThomasNet Case Study

SOLUTION

### Solution

Mr. Lukach was amazed at how actively and closely ThomasNet worked with them to identify a solution. "They were really a dumping ground for all the pieces of paper that we could produce and give to them, and they sorted it all out," he said. "They blew my mind."

Together, ThomasNet's Web Solutions team of engineers and industrial sales experts set out to make the site more than a simple transfer of information. ThomasNet added an online catalog to the site, which better structured Micromold's product-oriented content. And to support the company's goal of increasing international business, ThomasNet made the new site multilingual.

To ensure the site continued to provide new and accurate information for sales, ThomasNet added their content management system to Micromold's website. Mr. Lukach was able to manage and update all their content, which is something he "never thought was possible or would be easy and efficient to maintain."

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Art Lukach  
Micromold President

RESULTS

### Results

Since launching ThomasNet's online catalog in early 2007, Micromold has expanded at a phenomenal rate. They're averaging two to three inquiries from the website each day, and about \$1,000 per order. "A custom order from a major U.S. manufacturer for \$250,000 was a direct result of the new website," commented Mr. Lukach. "This opportunity would not have come to us in any shape or form if it wasn't for the web."

The company's typical growth rate for sales through distributors has increased from about five to six percent, to a rate of about 12 percent a year. "We attribute this increase to ThomasNet," Mr. Lukach said.

The new website and content has also "launched" them into the export business, and they have received orders from other countries. Jodi Rivera, Office Manager at Micromold, notes, "We have a lot of export business due to our new website. We've never done international business prior to ThomasNet—never—so now we're gearing up for more export business next year."

"Our company's reputation in the industry—to both end users and distributors—has been dramatically enhanced because of ThomasNet," Mr. Lukach added. "This close-knit industry has told us how impressed they are with the catalog. We're the whole package now."

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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