

Case Study Company Launch

Client

Tempco Glass Fabrication

*Start-up specialty
fabricator of tempered and
insulated glass products in
New York Metro Area*

Challenge

Promote launch and establishment of new manufacturing firm and publicize continuing introduction of new services.

Actions

- Planned and executed Grand Opening event and ribbon cutting ceremony with elected officials, business associates and industry customers.
- Invited press contacts, created press kits and managed media interviews before, during and after Grand Opening event.
- Developed periodic publicity campaign to announce new products and services available.
- Designed and created sales literature and other sales tools to support initial sales efforts.



Results

- Grand Opening event was well attended, making it a very cost-effective means of promoting the new firm.
- Ongoing publicity continues to build and enhance Tempco's image with key audiences.
- Tempco sales increased 150% from 2nd to 3rd year of operation and continue to grow.