

CASE STUDY

ERIEZ MAGNETICS

Community Relations and “Welding Relationships”



Client Situation:

Eriez lost 40 welders to a competitor in the area. The \$150 million company needed to establish itself as a stable and growing company to attract and keep workers.

Tactics:

Eriez wanted to position itself as a company that was thriving, even in a down economy. The company wanted to get attention locally to reinforce its image in the Erie area as the world authority in magnetic, vibratory, and inspection equipment. The ultimate goal was to attract new and former welders to Eriez.

Stevens Strategic Communications (SSC) used community and media relations to bring back welders and draw in new ones. SSC took advantage of the public relations opportunity presented by the company's October 2009 Sales and Marketing Conference. We invited local media and prepped key Eriez personnel with talking points for the media.

SSC also planned a press conference to introduce Eriez' new innovative EcoTowerSort, a metal recovery system for the recycling industry. The press conference was held at the company's new 5-Star Service and Repair Center. Local media and dignitaries were invited and 16 attended. Again, SSC prepped key Eriez personnel with talking points for the media. The key message was that Eriez' product offerings across industries are enabling the company to grow in a down economy. When one market is soft, Eriez has the ability to focus on a stronger market. Eriez also invited local government officials and community leaders. More than 10 attended events.

Results:

All the major local networks, along with newspapers, covered the local events. Successfully conveying Eriez' diverse product offerings gave the message that the company is strong and growing. Thirty former welders returned to Eriez and all other vacant welding positions were filled by new employees.

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