The MEP National Network™ is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.

ECONOMIC IMPACT

- $1.8 Billion Total Increased/Retained Sales
- 10,651 Total Increased/Retained Jobs
- $195.7 Million New Client Investments
- $81.7 Million Cost Savings

MEP Center impacts are based on clients surveyed in FY2018

CONTACT US

- 45501 Helm St.
  Plymouth, MI 48170
- (734)451-4200
- www.the-center.org

MICHIGAN MANUFACTURING TECHNOLOGY CENTER (MMTC)

The Michigan Manufacturing Technology Center is an organization dedicated to supporting Michigan manufacturers to work smarter, to compete and to prosper. Success doesn’t just happen. It takes driven, dedicated, experienced, full-time professionals working together to keep Michigan manufacturing strong, viable and profitable. Staff knowledge is the key to success in any endeavor, and the manufacturing industry is no exception. Our practical, comprehensive and affordable consulting services and classes help our clients train and develop their employees and management.

The Center offers personalized consulting services that meet the needs of clients in virtually every aspect of their businesses. We develop more effective business leaders, drive product and process innovation, assist with navigating through governmental regulations, promote company-wide operational excellence and foster creative strategies for business growth and greater profitability. We work tirelessly on behalf of Michigan manufacturers, finding the right solutions for every situation, every time.
NEW WEBSITE IS ANOTHER QUALITY FINISH FOR MICHIGAN MANUFACTURER

ABOUT JACKSON TUMBLE FINISH CORPORATION. For more than 60 years, Jackson Tumble Finish Corporation has been a leader in high-quality metal finishing. Based in Jackson, Michigan, with around 40 employees, Jackson Tumble has loyal, long-term working relationships with local, national and international manufacturing companies. The company serves customers in numerous industries, including automotive, heavy truck, fastener, agricultural, recreational, military, medicine, marine, appliance, furniture, and plumbing. A woman-owned business, Jackson Tumble has been awarded the National Women’s Business Enterprise Certification by the Women’s Business Enterprise National Council (WBENC).

THE CHALLENGE. Jackson Tumble Finish Corporation’s website at jacksontumble.com was outdated and under-performing. Company leaders wanted their website to represent a progressive, 21st-century company with visually appealing images and mobile responsiveness. They reached out to the Michigan Manufacturing Technology Center (The Center), part of the MEP National Network, for assistance in producing a site that was more in line with the competition to encourage customers to stay longer and increase sales.

MEP CENTER’S ROLE. The Center upgraded Jackson Tumble Finish Corporation’s website from the ground up. Website experts reinvigorated the company’s online presence with a mobile-responsive site that has eye-catching graphics, reorganized capabilities, search engine optimization (SEO), and a call-to-action on every page. The updated website showcases two of Jackson Tumble’s core competencies: phosphating and aluminum conversion coating.

Jackson Tumble saw an increase in website traffic and average time spent per page that translated into new sales for the company. By partnering with The Center, Jackson Tumble saved money on the website upgrade while making a crucial improvement that helped retain sales and jobs.

"Thanks to The Center, we now have a high-tech website that we’re proud to show our customers. From the increase in traffic to the streamlined capabilities, the changes have been extremely positive all around."

- Denise L. Losey, President

RESULTS

- Generated $400,000 in new sales
- Retained sales of $5.4M
- Obtained $50,000 in cost savings
- Retained 24 jobs
- Increased website traffic by 10% and average session duration by 25%