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.

ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2018

- **$1.8 Billion**
  Total Increased/Retained Sales

- **10,651**
  Total Increased/Retained Jobs

- **$195.7 Million**
  New Client Investments

- **$81.7 Million**
  Cost Savings

CONTACT US

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[www.the-center.org](http://www.the-center.org)

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.
NEW WEBSITE SUPPORTS COMPANY GROWTH

ABOUT BRONSON PLATING COMPANY. Bronson Plating Company provides rack plating for nickel, chrome and zinc to customers in the automotive, medical and furniture industries. Established in 1946, the industry leader employs approximately one hundred people at its 100,000 square-foot manufacturing plant in Bronson, Michigan. Bronson offers electro polishing and black oxide finishing in addition to rack plating.

THE CHALLENGE. Bronson Plating Company was struggling with slowing sales, necessitating a series of layoffs. The company reached out to the Michigan Manufacturing Technology Center (The Center), a NIST MEP affiliate, to discuss options for business growth. One option involved updating Bronson's website at bronsonplating.com, which was more than three years old at the time. In its condition, the website was not an effective sales tool for the company. It had been the same for years and lacked key elements such as analytical tools and optimized content.

MEP CENTER'S ROLE. To remedy these issues, Bronson Plating Company collaborated with The Center to improve its website. To increase viewer engagement, the company updated content, created a blog, and incorporated mobile compatibility. With the new website in place, the company required further guidance to maintain the website and implement a sales marketing processes to increase website traffic. Center staff trained the Bronson Plating team in WordPress, Google Analytics and search engine optimization so they could track the impact of the changes.

The improvements produced a more modern and user-friendly website to support the company’s growth. Bronson Plating Company bounced back from its sluggish sales, adding new customers and retaining existing customers. The company has since recalled jobs from layoffs and added new positions.

"Beyond simply updating the appearance of our website, the Michigan Manufacturing Technology Center equipped us with the tools and training necessary to maintain a strong digital presence that will help our company grow."

-Toby Welch, Owner

RESULTS

- $300,000 in new sales
- $2,500,000 in retained sales
- Retained 5 jobs and added 2
- Investment of $13,700

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