SOUTH CAROLINA MANUFACTURING EXTENSION PARTNERSHIP

The South Carolina Manufacturing Extension Partnership (SCMEP) is a private, non-profit group that serves as a proven resource to South Carolina businesses, providing them with a range of innovative strategies and solutions. An affiliate of the National Institute of Standards and Technology (NIST), SCMEP operates under the US Department of Commerce to promote innovation and industrial competitiveness. At SCMEP, we use a strategic, hands-on, partnering approach to help South Carolina companies improve their competitiveness, performance, and profitability in today’s increasingly demanding global economy. When working with SCMEP, you gain access to resources that give you the competitive edge!

ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2017

- **$1.3 Billion**
  - Total Increased/Retained Sales

- **6,924**
  - Total Increased/Retained Jobs

- **$337.5 Million**
  - New Client Investments

- **$116.6 Million**
  - Cost Savings

CONTACT US

250 Berryhill Road
Suite 512
Columbia, SC 29210

(803)252-6976

www.scmep.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.

www.nist.gov/mep/mep-national-network

1-800-MEP-4MFG • MFG@NIST.GOV
SALES AND MARKETING BOOST BRINGS FIRST QUARTER OF PROFITABILITY

ABOUT NANOSCREEN. Located in North Charleston, South Carolina, NanoScreen designs and manufactures instruments and consumables for most of the major pharmaceutical and biotech companies in the world. With 15 employees, the company specializes in providing automated solutions that allow researchers to precisely and simultaneously transfer hundreds or thousands of compounds. NanoScreen’s core competency is in the design and manufacturing of high-density air displacement heads, disposable pipette tips, and robotic liquid handling workstations.

THE CHALLENGE. NanoScreen operates in an ISO 9001:2008-compliant manufacturing facility. The company adheres to an environment of continuous improvement and closely analyzes all products and processes for more efficient solutions. After obtaining ISO certification, NanoScreen was looking for a way to increase its market presence to continue to drive the business.

In addition, the company had 13 years of customer data scattered between five different IT systems that it needed to consolidate and analyze. NanoScreen turned to the South Carolina Manufacturing Extension Partnership (SCMEP), part of the MEP National Network™, for assistance in improving its marketing messaging and internal systems.

MEP CENTER’S ROLE. SCMEP recommended their Sales and Marketing Boost Program for NanoScreen. The program consists of six individual training modules and covers planning and messaging, research and target customer identification, marketing communication tools, SalesForce optimization, lead generation, and continued growth.

NanoScreen set a goal to sell 160 ORION machines over the next three years, and began implementing changes to make that goal possible. Module 3, Creating Effective Communication Tools, consisted of creating a demonstration video promoting the benefits of the ORION machine and describing how it works. The company also improved its website messaging and developed new marketing collateral as part of this module. SCMEP helped NanoScreen consolidate its many years of customer data into a single system, and the company had its first profitable quarter since it was founded in 2003.

"The efforts took about three months, but once that period was over, [SCMEP] did not just leave us. They have been checking in on a consistent basis, making sure that we are following through and performing. I have been really excited, because looking back at the company’s performance, we were actually able to record our first quarter of profitability in what I can tell is the company's history!"

-Dean Sproles, CEO

RESULTS

1st quarter of profitability in company history
New website content, all new marketing collateral
13 years of customer data between 5 different IT systems consolidated into 1 system