SOUTH CAROLINA MANUFACTURING EXTENSION PARTNERSHIP (SCMEP)

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

- **$1.9 Billion** Total Increased/Retained Sales
- **9,713** Total Increased/Retained Jobs
- **$305.7 Million** New Client Investments
- **$73.8 Million** Cost Savings

CONTACT US

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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.
MARKETING STRATEGY BOOSTS SALES, IMPROVES LONG-TERM SUSTAINABILITY

ABOUT CLEAN ADVANTAGE INC.. Clean Advantage is a packaging solutions company for non-hazardous powders and liquids. A women-owned, privately held S Corp, Clean Advantage is based in Taylors, South Carolina, with around 25 employees. The company makes and distributes some products, including concrete cleaner, under its own Home Advantage brand. However, the bulk of its business comes from producing and packaging private-label and house-brand cleaning and specialty products. The company has many well-known customers, including Milliken, BASF, Contec, Arm & Hammer, and Johns Mansville.

THE CHALLENGE. Clean Advantage needed to improve its global competitiveness and productivity. The company depended on one client for up to 80 percent of its sales, and did not have a formalized strategic marketing plan. The economy was sluggish, and Clean Advantage had been overlooking many of its smaller accounts. It was imperative that the company develop new, sustainable revenue streams to remain viable. Clean Advantage reached out to the South Carolina Manufacturing Extension Partnership (SCMEP), part of the MEP National Network, for assistance in developing a marketing plan and increasing gross revenue.

MEP CENTER’S ROLE. SCMEP conducted a Competitiveness Review for Clean Advantage, meeting with key staff members to deliver an on-site assessment of the operation. The review confirmed Clean Advantage’s precarious state, given the company’s reliance on a single client. However, it also identified plenty of opportunities for Clean Advantage to expand into additional markets and build its production capacity.

SCMEP led Clean Advantage through a Sales and Marketing Boost Program, which provided a fast-paced, cost-effective approach to generating more sales. The program consisted of six individual training modules: Planning & Messaging, Research & Target Customer Identification, Creating Effective Marketing Communication Tools, Salesforce Optimization, Lead Generation, and Enabling Continued Growth.

After completing the program, Clean Advantage created new marketing messages and established a marketing strategy. The company invested in a more integrated business development system (CRM) and stepped up its lead generation efforts. In addition to increasing sales, Clean Advantage created two new positions and successfully retained existing sales and jobs. The company is in a much more sustainable position now that it has a more diverse client base and formalized marketing plan in place.

"The services, marketing, and professionalism associated with the partnership has been outstanding. I would highly recommend the program to other companies that would be interested."

-Bill Whitworth, Director of Sales

RESULTS

- $218,000 in new investment
- $80,000 in increased sales
- $80,000 in retained sales
- $15,000 in cost savings
- 2 new jobs, 2 retained jobs