

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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