

DIVERSIFICATION THROUGH GROWTH SERVICES

ABOUT DIRECTED VAPOR TECHNOLOGIES. Directed Vapor Technologies is a manufacturing R&D firm specializing in advanced coating technology designed to satisfy increasing demand for niche applications and emergent market needs. They are located in Charlottesville, VA with approximately 22 employees. The company's technology addresses a number of problems in thermal barrier protection, conductivity, and energy applications. The firm's vacuum deposition process ensures complete coverage and adhesion of coatings on difficult substrates and applications.

THE CHALLENGE. The Strategic Objectives included aligning technology value proposition with commercial market opportunities and acquiring key promotional/operational resources to support non-DoD rapid prototyping and launch. Several key strategic opportunities existed including: the current brand and supporting promotional/sales vehicles were not aligned with commercial markets; ISO-9001 certification is required in many non-DoD applications and provides a bridge to higher quality certifications in industries such as aerospace; and subject matter expertise in fiber processing and material handling is required to accelerate development of a prototype material handling process, and subsequent trial runs, for emerging commercial customers using a conductive coating application.

MEP CENTER'S ROLE. GENEDGE, part of the MEP National Network, offered several solutions. First, they assisted with brand realignment and website development. An industry branding expert guided DVTI through a benefits "discovery" process that isolated key value-adding messages for commercial markets; a new website was developed to provide complete business development flexibility long after the DMEP program. In addition, they assisted with prototyping support. DMEP and GENEDGE helped identify and resource niche subject matter expertise in fiber processing machine and process design, resulting in a successful trial of fiber feeding capability for a waiting commercial customer as well as maturing overall capability for new market opportunities. Finally, DMEP supported a GENEDGE quality practice project manager in helping DVTI achieve certification.

"GENEDGE has been a reliable source of consulting and technical assistance for our business. The focus of the assistance was to update the marketing message and website for commercial markets, implement ISO 9001:2008, and assist with the design of a prototype manufacturing line for commercial product manufacture. So far we anticipate a multi-million dollar sales impact, including new markets, new customers and new products. Significant investments will be made in plant or equipment, new products and new processes."

-James Maurer, Vice President

RESULTS



Estimated **\$9M** increased sales



Estimated **10** new jobs over next 3-5 years



~\$750K in new investments

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