

BUSINESS GROWTH SALES & MARKETING PROJECT

ABOUT WERZALIT OF AMERICA INC. Werzalit of America Inc. is a manufacturer of wood products that uses special molding technology to produce architectural products, tabletops, caskets, chairs, and molded wood components. The company, founded in 1979, is located in Bradford, Pa. and has 50 employees.

THE CHALLENGE. Werzalit of America was experiencing some roadblocks in their overseas markets and were looking to further expand into other countries. One of their concerns pertained to explaining their products adequately in light of language and culture barriers in some of the countries, such as South Korea. After some internal brainstorming, a possible solution included production of a video highlighting the company's products and production process. They envisioned adding this video to their website so potential customers could see first-hand a representation of Werzalit products.

MEP CENTER'S ROLE. During an initial meeting with NWIRC's (NIST MEP affiliate) Strategic Business Advisor, Werzalit president reviewed the idea of the video and its advantages. The company was previously in contact with a service provider, E-Localink, who offered special pricing based on a relationship with the city of Bradford. The NWIRC was able to offer financial grant assistance to move the project forward. The deliverable would be a hard copy with shared rights and a Mobile Responsive video.

"The assistance provided by Northwest Industrial Resource Center was very beneficial in making the project affordable which allowed Werzalit to add a video selling tool to our website."

-Anthony Manning, President

RESULTS



Increased market share especially in overseas markets



Increased customer count



Increased sales in excess of \$250k-\$500k

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