

## MARKETING ASSISTANCE LEADS TO MISSION AND BRAND CONSISTENCY

**ABOUT HOWELL FOUNDRY LLC.** Located in St. Francisville, LA, Howell Foundry is a fast-growing manufacturer of high quality and complex steel castings in both ferrous and non-ferrous alloys, including nickel-based.

Howell Foundry services a multitude of industries including petrochemical, oil and gas, paper and energy production. They employ second-generation foundry men in key positions to perform, monitor or supervise all operations. The company's capabilities include product development, manufacturing, documentation, non-destructive and destructive testing. Working hand-in-hand with process engineers, Howell Foundry evaluates the design and alloy requirements to create the best possible casting.

**THE CHALLENGE.** Upon contacting MEPOL, part of the MEP National Network, regarding possible Small & Emerging Business Development (SEBD) eligibility, Vice President of Operations & Technology, JB Shoaf, expressed interest in pursuing marketing assistance to better represent their company.

**MEP CENTER'S ROLE.** A MEPOL consultant who specializes in graphic design was contacted and provided a logo design and brand identity assessment for the client. This project involved logo and business card design services, design and development of a new corporate logo as well as a photography shoot, art direction and image editing. Howell Foundry now has a professional corporate logo and business card they can proudly showcase to clients which accurately represents their mission and brand.

As a result of MEPOL's assistance and since the Logo Design & Brand Identity Project, Howell Foundry has been able to not only increase sales of existing customers, but also attract more new customers than they ever have before.

**"With the assistance of the SEBD program through MEPOL, we were able to work with a team who knew how to develop our branding and how to capture the essence of our business through those marketing materials. We have seen increases from our existing customer base now that they get to see the full range of products we can provide in addition to new customers who have been looking for a foundry of our capability, but were previously unaware of who we were."**

-JB Shoaf, VP Operations & Technology

## RESULTS



\$64,000 new sales



\$183,000 increased/retained sales

## CONTACT US



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