

AFTER ROUGH START, COLLABORATION SUPPORTS SUCCESS

ABOUT PATRIOT FOUNDRY & CASTINGS. Patriot Foundry & Castings produces nonferrous castings for a variety of industries. Husband and wife team Chris and Debbi Leuteritz purchased the company in 2008, investing heavily in new infrastructure and equipment to improve product quality, consistency, and delivery issues. Based in Franklin, New Hampshire, Patriot has around 15 employees.

THE CHALLENGE. Soon after purchasing Patriot Foundry & Castings, the new owners participated in several Lean Manufacturing training events with the New Hampshire Manufacturing Extension Partnership (NH MEP), part of the MEP National Network. The Lean activities provided some much-needed stability for the company by helping to increase productivity, improve energy efficiency, and reduce scrap. However, they didn't help Patriot to identify the ideal markets for sustaining the business. The owners had to find a way to market the company while still running the day-to-day business operations.

MEP CENTER'S ROLE. When NH MEP offered a free hour-long information session titled 5 Steps to Sustain Business Growth, Chris Leuteritz decided to attend. From there, he signed up for an in-depth series of business growth and strategic marketing workshops called the Business Growth Collaborative Program. Leuteritz found the workshops informative and the materials easy to use. He appreciated the business knowledge of the NH MEP instructor who taught the five participating companies business growth and marketing strategies.

The Business Growth Collaborative Program helped Patriot target and obtain customers. The participants learned how to set smart goals, hone their elevator pitches, create and send out e-surveys, analyze website metrics, learn the importance of search engine optimization (SEO), create and send out e-newsletters, develop sales forecasts, and create sales and marketing action plans. According to Leuteritz, the most important aspect of the program was the collaboration. "Building relationships with the other companies in the program was key," he said. "We were able to bounce ideas off each other and help each other solve business problems. This led to long-lasting relationships between our companies even after the completion of the program."

Patriot increased sales by figuring out how to solve customer problems. The company invested in new products, hired more employees, and started subcontracting some business to a network of seven other foundries. "Sales have more than doubled from when we started," said Leuteritz.

"Working with the NH MEP and the Growth Collaborative enabled Patriot to focus its marketing efforts and resources in areas where we are strong. We learned new tools to better evaluate where we are as a company and where we are going."

-Chris Leuteritz, Owner/Manager

RESULTS



\$2,100,000 in increased/retained sales



2 new or retained jobs



\$500,000 in new investment



\$100,000 in new products



\$10,000 in training

CONTACT US



172 Pembroke Road
Concord, NH 03301



(603)226-3200



www.nhmp.org

