

## PLASTICS COMPANY SUCCESSFULLY ENTERS THE AGE OF E-COMMERCE

**ABOUT SPACE AGE PLASTICS INC.** Space Age Plastics, Inc., is a small manufacturer of plastic products primarily used in lawn and garden décor, including religious displays and holiday decorating. The business has enjoyed more than 50 years of continuous operations, with legacy products that include various “Santa” figures for outside use, a multitude of plastic exterior nativity scene sets and religious statues. They also have a number of NCAA licensing agreements in place for the manufacture of plastic exterior sports-themed items, including the Penn State Nittany Lion.

**THE CHALLENGE.** The company was in need of an upgraded website and e-commerce capability, both on its own site and through various merchant sites (ex: Amazon) to bolster sales of its standard items, including one item with high-growth potential- plastic shower rod covers. The company, however, had a modest website and e-commerce platform budget and the owners were a bit out of their comfort zone when evaluating website options.

**MEP CENTER'S ROLE.** NEPIRC worked with the company's owners to identify an appropriate provider of website services and also utilized its in-house staff of experts to create the company's merchant site storefronts, product videos and product promotion plan. Through collaboration with the client, NEPIRC identified the true competitive advantages of the shower rod cover product, captured video footage that highlighted those advantages, created an appealing merchant website appearance package for the company and assisted the company with the initial launch of its new online sales capabilities.

**"I was impressed with NEPIRC. They are very knowledgeable and are great people to work with. I'll work with them again without hesitation."**

-Joseph Ceresko, Owner

## RESULTS



**\$15,000** in increased or retained sales



**\$1,000** in cost savings

## CONTACT US



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