

## NEW BRAND AND WEBSITE OPENS PROFITABLE DOORS FOR L&R INDUSTRIES

**ABOUT L & R INDUSTRIES, INC.** L&R Industries started in 1969 as a small welding and metal fabrication shop serving the local community. Owned and operated by the Jones family, the company has always stressed the importance of providing top-quality products and services their customers truly need, and that approach has helped them grow dramatically through the decades. L&R's family of nine divisions includes: metal fabrication, millwright services, metal stampings and assemblies, crane services, industrial electrical services, material processing systems manufacturing and installation, parts and components sales, mechanical steel tube milling and collapsible steel reel manufacturing.

**THE CHALLENGE.** With all the growth and expansion L&R has achieved, it became critical for them to develop and promote a company brand that highlighted their capabilities and commitments to outstanding performance. L&R's outdated website looked more like the little metal shop they started as and contributed almost nothing to marketing and sales efforts. The company is a vital part of the community, one of its biggest employers, and must grow sustainably. L&R needed a new brand and marketing strategy, driven by a modern website professionally highlighting their capabilities and reaching potential customers everywhere.

**MEP CENTER'S ROLE.** Chris Oravec, L&R Industries' Chief Operations Officer, previously attended a lean manufacturing training program sponsored by Missouri Enterprise, part of the MEP National Network™, so he decided to reach out to the local area business manager for assistance. Missouri Enterprise brought in brand and website development experts to assess L&R's needs and objectives, and helped set up a plan to organize their marketing and messaging into a cohesive brand that highlighted their extensive capabilities and promoted their "let's get the gloves on" approach to performing above and beyond client expectations. Missouri Enterprise's brand development experts built L&R's new website using advanced search engine optimization strategies and created every aspect of the company's new brand, including everything from their new logo, to graphic design elements, written messaging, photos, videos, brochures and more. The result was an exciting new brand promoted by an industry leading website that dramatically enhanced L&R's web presence regionally, nationally and internationally, opening the door to new customers.

"The owners trusted me to run with this branding and website project even though they were a bit unsure of the investment – but they sure get it now! We've easily brought in over \$1,000,000 in new work that we never would have gotten if those clients hadn't found us online and been impressed by our new website, and it's been a huge help in our employee recruitment efforts because potential hires see our site and want to be a part of it. Missouri Enterprise's project managers were incredibly knowledgeable - they understand our industry and what we do. They were extremely professional, always available, and worked really well with our team. They put the gloves on and got to work, and they did an incredible job."

-Chris Oravec, Chief Operations Officer

## RESULTS



Over **\$1,000,000** in new sales



**\$43,000** in new investment



**\$15,000** in increased investment in employee skills development



7 new jobs created



12 jobs retained

## CONTACT US



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