

NEW AND IMPROVED ONLINE PRESENCE

ABOUT SAY PLASTICS. SAY Plastics of McSherrystown, Pennsylvania, is where innovation meets expertise. Since 1986 they've been at the forefront of the thermoforming industry, delivering world-class thermoplastic solutions that drive results. Their commitment to rethinking and reengineering challenges has enabled them to transform ideas into high-quality, cost-effective products. With decades of experience, they harness the power of thermoforming to meet the unique needs of their clients, ensuring precision, durability, and success in every project.

THE CHALLENGE. SAY Plastics was in the market to expand its online presence and launch a comprehensive new website. The project aimed not only to recover lost revenue but also to position SAY Plastics for continued sustained growth and long-term success.

MEP CENTER'S ROLE. To achieve these goals, SAY Plastics partnered with MANTEC, part of the Pennsylvania MEP and the MEP National Network, to launch a comprehensive new web presence. SAY Plastics' new online presence efforts encompassed everything from the initial discovery phase to the final launch of the new website. The project culminated in a dynamic presence that not only met but exceeded expectations. The new website was instrumental in driving increased traffic, enhancing brand perception, and ultimately contributing to renewed growth and stability in the post-COVID market.

"Working with MANTEC on our new website has been a great experience. They helped us create a website that is easy to use, mobile-friendly, and well-optimized for search engines. The new site has made a noticeable difference in our online presence, driving more traffic and improving customer engagement. We've seen positive results, including increased sales and the addition of new team members. MANTEC's support has positioned us for continued growth, and we're very satisfied with the outcome."

-Erich Kaintz, VP of Business Development

RESULTS



4 new employees



\$650,000 in increased sales



\$225,000 in retained sales

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