

FORGING NEW PATHS: VFORGE'S DIGITAL TRANSFORMATION

ABOUT VFORGE INC. Since 1999 Vforge has carved out a unique space in Colorado's manufacturing landscape by delivering real material advantage from metallurgy. As principals Jon Young and Chris Rice explain, conventional aluminum processing routes are either fully solid (like hard ice cream) or fully liquid (like milk), but Vforge's semi-solid thixocasting is like processing "soft serve". Billets are prepared to be 65% solid and 35% liquid which enables the material to flow predictably into complex shapes while maintaining exceptional, pore-free structural integrity. This unique thixotropic behavior and their onsite recycling capability allows them to offer a competitive process that combines the integrity of forging with the efficiency of casting at reduced total manufacturing cost. Thanks to this proprietary technology and their team's efforts, Vforge has built a solid reputation over 25 years as an AS9100 supplier serving clients in the aerospace, medical, recreational, and industrial sectors.

THE CHALLENGE. Vforge sought to grow by entering new markets, particularly the automotive sector. While the company had previously worked with Manufacturer's Edge, part of the MEP National Network™, for workforce training, it wasn't until a conversation with Regional Director Eric Seedman that they realized the full range of services available to support their business goals. Recognizing the opportunity to modernize their sales approach and unlock new growth, Vforge decided to focus on digital marketing, launching an SEO project aimed at transforming their website into a powerful tool for lead generation and business development.

MEP CENTER'S ROLE. Manufacturer's Edge partnered with Vforge to reimagine their website and digital strategy, focusing specifically on attracting prospects from new industries. By optimizing the site with targeted keywords and fresh content, the team was able to generate new, meaningful leads for Vforge beyond the company's traditional sectors. The refreshed website now plays a central role in business development efforts, allowing Vforge to enter previously untapped markets like automotive. Additionally, Vforge has shifted from PowerPoint-based pitches to using the website as a hands-on sales tool. Presentation materials are now hosted directly on the site, giving prospects real-time access and providing transparency that resonates with new clients. Through Manufacturer's Edge's guidance, Vforge has transformed its website into a full-time sales tool—expanding its reach, increasing visibility, and positioning the company for sustainable growth across multiple industries.

"From our previous engagements, we knew that Manufacturer's Edge could provide internal training and quality services, but we didn't know the depth of their bench or services offerings. We didn't know that they could help us externally as well, so we did not anticipate the economic growth that was possible."

-Jon Young, President

RESULTS



\$1,500,000 in new investment



\$850,000 in new or retained sales



\$50,000 in cost savings

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