

GENEDGE ALLIANCE SUPPORTS DRAKE EXTRUSION, INC. WITH BRAND STRATEGY AND COMMERCIALIZATION PLANNING

ABOUT DRAKE EXTRUSION INC. Drake Extrusion, Inc., is a leading manufacturer of polypropylene fiber and yarn, known for its quality and innovation within the textile industry. As a well-established company, Drake Extrusion continuously seeks to adapt to market demands and maintain its leadership position by refining its strategic direction and enhancing its brand presence. With research and development based on two continents, Drake is on the cutting edge of polypropylene fiber technology.

THE CHALLENGE. After successfully launching two new product lines, Drake Extrusion's leadership recognized the importance of aligning their brand identity with their long-term vision. The company wanted to clearly define how it would be perceived by customers and industry stakeholders over the next five years. This required a thoughtful approach to refining their brand messaging and market positioning to support future growth.

MEP CENTER'S ROLE. As part of the ongoing GoVA Retooling Program, GENEDGE, part of the MEP National Network™, partnered with Drake Extrusion's leadership and product owners to validate and clarify their strategic vision. Through in-depth discussions and collaborative review, the focus was on understanding how the company wished to be viewed by its customers and industry peers. The brand launch strategy emphasized linking key messages to specific areas of the company, ensuring consistency and relevance across different business units.

As part of this comprehensive brand strategy development, a competitor analysis was conducted to help Drake Extrusion understand its position in the marketplace and identify opportunities for differentiation. A review of the company's commercialization plan ensured that the strategy aligned with the desired market outcomes. The project also produced a clear, focused benefit statement and strategic messaging, outlining Drake's unique value proposition and how it would be communicated to target audiences. This work resulted in a draft of the company's strategic roadmap, guiding future branding and marketing efforts.

The collaboration provided Drake Extrusion with a structured brand strategy, positioning the company for continued success in a competitive marketplace. The competitor analysis revealed new areas for growth, while the commercialization plan review sharpened their approach to product launches. The newly developed benefit statements and messaging have provided the company with a clear framework for communicating its value to customers.

"The partnership with GENEDGE was instrumental in helping us clearly refine our marketing strategy and deepen our understanding of the competitive landscape. Their expertise and support gave us the clarity we needed to align our brand with our future goals and communicate our value effectively to the market."

-John Parkinson, CEO at Drake Extrusion

RESULTS



12 jobs created



10 jobs retained



\$5,000,000 in retained sales



\$100,000 in new investment

CONTACT US



32 Bridge Street S, Suite 200
Martinsville, VA 24112-6216



(276)666-8890 x221



www.genedge.org

GENEDGE