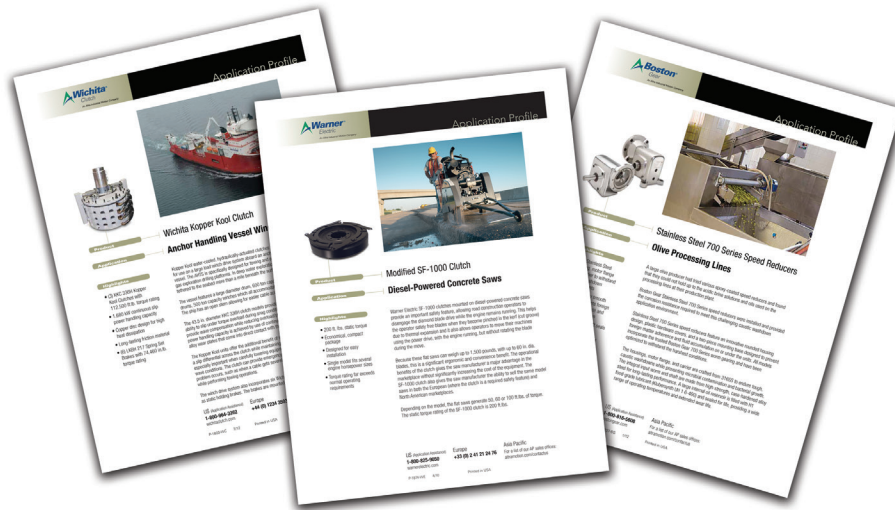


Altra Industrial Motion Application Profile Program

Case Study



Goal

Heinzeroth approached Altra with the idea of developing a series of condensed case studies – or “Application Profiles” (APs) – as a way to showcase successful stories where Altra’s engineering expertise provided a winning solution to meet a specific application challenge. The goal of the program was to build a library of APs that could be utilized as traditional sales tools as well as an ongoing stream of content for digital distribution.

Strategy

Heinzeroth works directly with members of Altra’s engineering and sales teams to cultivate potential story candidates. Application profile development includes appropriate internal team interviews, customer and end-user interviews, product and application/installation photography coordination, copywriting, and approval coordination with all parties involved.

Cont.

Client Brief

Altra Industrial Motion is a leading global supplier of quality power transmission and motion control products. Their products are marketed under 21 well-recognized and established manufacturing brand names including Warner Electric, Boston Gear, TB Wood’s and Bauer Gear Motor.

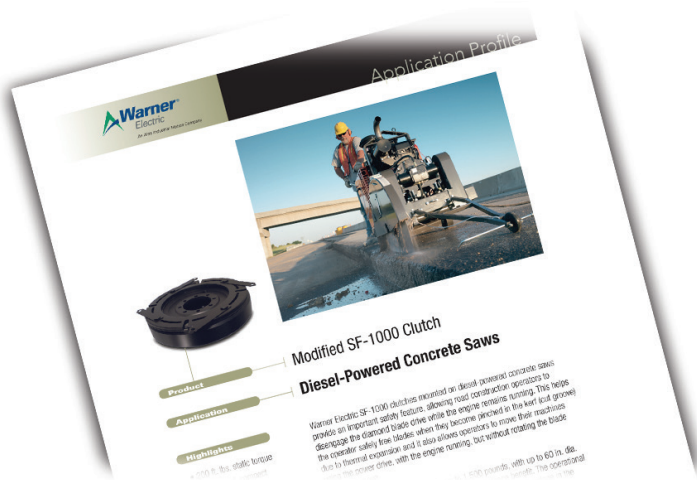
Altra products are sold in more than 70 countries in a diverse group of major industrial markets, including food processing, material handling, power generation, packaging machinery, mining, oil and gas, automotive, metals, turf and garden. The Altra product portfolio includes industrial clutches and brakes, open gearing, enclosed gear drives, couplings, machined-race bearings, belted drives, linear actuators and other related products.

HEINZEROTH
Marketing Group

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Results

To date, more than 150 Altra APs have been completed for a vast array of applications ranging from concrete saws and wind turbines to food processing equipment and airport baggage carousels. APs are utilized as stand-alone sales sheets and converted for use in PowerPoint presentations. AP pdf links are provided on Altra brand websites and market-specific web portals. All APs are also posted to the Altra online Newsroom and social media pages.

“HMG has done a great job initiating and implementing our case study program. Their in-depth knowledge of our products and markets allows them to effectively communicate directly with our internal engineering and sales teams as well as our customers. This ability provides significant time and cost efficiencies.”

“One of the most significant benefits for us has been the ability to use the APs for regular web and social media content updates.”

David Brooksbank,
Director of Marketing,
Altra Industrial Motion

For more information contact:
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