

# Vern's Machine Company XXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXXXX

# CASE STUDY

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## BACKGROUND

A Brown and Sharpe machine shop established in 1969, Vern's Machine Company is a diversified, multi-product line business serving the needs of buyers across the globe. Machining everything from shafts to pins to rollers and everything in between, Vern's Machine Company manufactures parts for medical devices, AR-15 assault rifles, Xerox copiers, tattoo machines, and much more. Ranking in the top 50 of MFG.com suppliers, Vern's Machine Company is a supplier laser-focused on providing buyers with the best quality at the best prices not only in the U.S., but the world.

## BUSINESS CHALLENGE

Veejay Plastic President Shanti Satra joined MFG.com with the specific goal of increasing his sales volume, and he says the Marketplace has helped him do just that. "Our purpose was to acquire new accounts. We knew we wanted to grow our sales pipeline, and the Marketplace has provided a venue for us to discover new accounts when we've needed it."

## SOLUTION

Using MFG.com's exclusive Advanced RFQ Search and Search Engine Targeting tools, Veejay Plastic focused on buyers that specifically fit their custom molding capabilities. Satra says that "MFG.com provides the tools necessary to gain a greater knowledge of what buyers truly want right now. Discovering new customers is a challenge, but using MFG.com eases that burden, allowing Veejay Plastic to create new business relationships while also enriching old ones."

## RESULTS

Since joining the marketplace, Veejay Plastic has acquired six new accounts, one of which was affiliated with NASA. "Conducted by Quest Thermal Group and funded by NASA, we successfully micro injection molded a highly intricate spacer for cryogenic feed and industrial cold transfer lines," Satra says. The spacer, which weighs less than 5 milligrams, is critical to the functionality of Wrapped MultiLayer Insulation used to reduce heat loss in spacecraft. "Through MFG.com, we were able to quickly discover the project using the Advanced RFQ Search tool, which allowed us to secure the project and add tremendous value to our company, both through brand awareness and return on investment."

OBJECTIVE	BENEFITS ACHIEVED
Customer Diversification	MFG.com has helped Veejay Plastic find jobs in a wide array of industries. "One of them is PVC plumbing parts, while others are electronic components and consumer goods."
Benchmarking	By using the MFG.com Marketplace, Veejay Plastic has been able to benchmark their project quoting. "You're able to adjust your pricing not only by industry, but also by market region."

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**Alan Visingard**  
Owner of Vern's  
Machine Company

