

## Situation

Steven Plastics Inc., an ISO 9001:2015 certified custom plastic injection molder in Hoffman Estates, IL, needed to dramatically increase its market awareness and promote its extensive range of processing capability from 75 to 3000 tons. In 2021, Doug Pennington of IMEC proactively assisted their team with ISO recertification. However, after that project was completed, they were not aware of the additional grants offered to manufacturers by IMEC. Once again, Doug Pennington provided exceptional guidance to their company and encouraged them to apply for additional grants, specifically for website development they needed.

## Solution

In March of 2023, Steven Plastics initiated their work with the IMEC project team to develop their new corporate website. The redesign was dramatic! The website now features a user-friendly site featuring their comprehensive capabilities including mold design and build, injection molding production, CNC machining and their proprietary brands. They were thrilled with the enhanced design and the "instant quote form" which allows them to receive CAD and STP files needed to deliver expedited quotes to customers. The enhanced website will further enable them to build stronger customer relationships and generate new revenue.

They also stressed their emphasis on now being able to effectively feature their popular proprietary product brands including Untangler Rotating Tooth Pet Combs, Hair Doctor Rotating Tooth Hair Combs, Pop Top Medical Containers and Fisherman's Round Tackle Boxes, as well as offering private branding services to new customers.

## Results

- 30% increase in online quote requests leads
- Increased customer engagement
- Improved market perception of Steven Plastics capabilities
- Anticipated new business increases of \$75,000

*"Without the guidance of IMEC, we would not have discovered the additional grants available for our business. We are energized and are now promoting our extensive capabilities to new market segments!"*

*Diane Pietrasik, Managing Director, Steven Plastics Inc*