



Connecting Specialty Solutions for Manufacturing

PENNSYLVANIA SCALE COMPANY- FRESH MARKETING FOR NEW SALES

110 Years Manufacturing in Lancaster
Pivots to Future Success



Sales and
Marketing

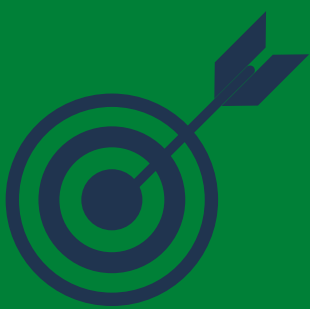


COMPANY PROFILE

Pennsylvania Scale produces bench counting and weighing scales, weigh/count controls, platforms scales, Airport Baggage check-in scales and a wide range of capacities and accuracy from 2 lbs. to 40,000 lbs. capacity.

CHALLENGE

A stale marketing presence and weak identity made the company vulnerable to low cost imports. Trusted dealer advocates were selling other brands based on price, rather than sustained accuracy and longevity.

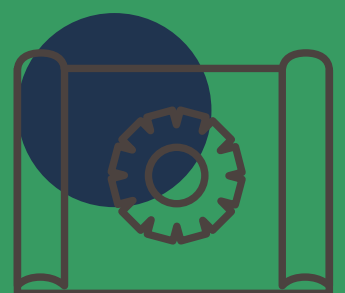


DESIRED RESULTS

To evolve a legacy brand to be seen as progressive and relevant in a commoditized market.

MANTEC'S SOLUTION

MANTEC's Sales and Marketing Specialist helped identify new markets and new products to meet the needs of those now identified markets. In addition, MANTEC facilitated a total reboot of the brand including an updated logo, web site, photography, parts and equipment catalogs, advertising, brochures, and public face.



RETURN ON INVESTMENT

- **Repositioned** itself to appeal to a **tech-oriented market**.
- A **43% increase** in counting scale sales.
- An overall **profitability increase** year over year