

\$61.5 million in new and retained sales
\$29 million in new investments
933 jobs created or retained

South Carolina Manufacturing Extension Partnership (SCMEP) is a private, non-profit group that provides South Carolina businesses with a range of innovative strategies and solutions to drive growth, eliminate waste, and develop resources.

The core of SCMEP's business improvement services is the one-day Competitiveness Review, an assessment tool developed by SCMEP. The Competitiveness Review is a comprehensive on-site, systematic evaluation of a company's operations that enables SCMEP's Manufacturing Specialists to:

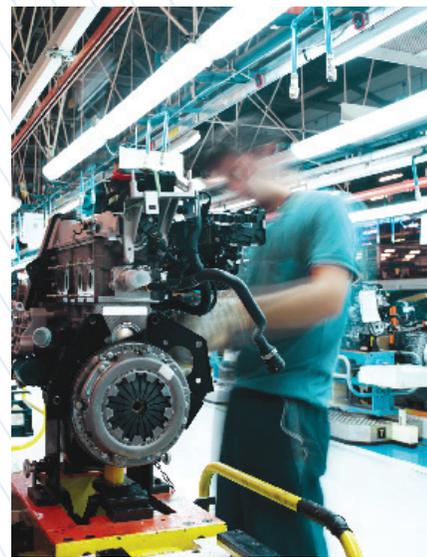
- Gain an understanding of the organization in order to identify the core issues limiting your success
- Determine which business improvement actions will help you to compete more effectively

In short, SCMEP exists to help small and mid-size companies in South Carolina to compete, grow and win. When companies work with SCMEP they get access to resources that give them the competitive edge!

For more information, contact:



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* Impacts are based on clients receiving service in FY2010

CLIENT SUCCESS: COLUMBIA TOOL & DIE

“SCMEP introduced us to great resources and has helped us grow significantly. SCMEP has been a great partner and we look forward to their continued help growing our business.”

Jake Brackett, General Manager

SCMEP Helps Company Diversify Its Market, Increase Monthly Sales by 200%

Columbia Tool & Die is a West Columbia, South Carolina tool and die shop that uses the latest technology and equipment to quickly perform general engineering, fabrication, supply and repair tasks. Starting with the engineering process, Columbia Tool & Die uses innovative software to produce precise drawings and specifications for highly technical projects. The company has extensive familiarity with injection modeling, die casting, metal stamping, and other tooling applications.

Situation:

Columbia Tool & Die was losing ground because of the economic recession. The company's customer base was shrinking rapidly. Management was close to laying off several employees and the company faced serious problems. Columbia Tool & Die needed to grow its customer base and develop new industries.

Solution:

Columbia Tool & Die sought the support of the South Carolina Manufacturing Extension Partnership (SCMEP), a NIST MEP affiliate, to help gain new customers in new industries and save jobs. SCMEP conducted a competitiveness review and found that the company's greatest challenge was overcoming its small customer base. SCMEP provided a thorough recommendation of how it could diversify its business model. First, Columbia Tool & Die underwent AS9100 and ISO 9001 certification, a pair of quality management systems that helped confirm the company's commitment to industry excellence. Next, SCMEP helped to recruit, hire, and train a new sales manager, acquired leads and set-up a lead and customer relationship management (CRM) software. To further optimize its business performance, SCMEP created new marketing messages and promotions for Columbia Tool & Die through a website overhaul and high-definition video production. SCMEP also performed industry research to identify and pursue new target customers and provided new and crafted presentations for target customers.

Results:

- * Added new customers and expanded into 5 new markets
- * Increased sales
- * Created 3 new jobs and saved 10

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and saved 10

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