



# Onset Marketing: Case Study

## Strategic Marketing & Diversification

A.B. Myr Industries designs and manufactures industrial paint finishing systems. For most of its 80-year history, ABMyr relied on Big Three automotive sales exclusively. Then business turned drastically downward. In just a year and a half, the automotive market slowed and stable long term accounts were slashed. Co-owner Richard Marshke says, "All of the carmakers started bringing in foreign suppliers."

In response, ABMyr hired Onset Marketing in 2003 to help them diversify into non-automotive markets.

***Onset Marketing's marketing diversification plan has been the key to ABMyr's success. "If we depended on auto, we'd be out of business," Marshke said.***

### The Turn-Around Plan

Together ABMyr and Onset Marketing switched the company's client base from 96% automotive to over 50% non-automotive. ABMyr now serves a variety of industries including agriculture, industrial, machinery, heavy truck and others.

**Rick Aquino, ABMyr Vice-President Sales, says "Onset Marketing took us from a reactive to a pro-active sales methodology. This provided us strong market positioning and brought a whole new set of customer opportunities to our doorstep."**

***"Onset Marketing helped us strengthen our technology branding and developed some very effective sales materials and tools," Aquino said. "This really helps us leverage our products and compete with larger companies."***

The strategy has been extremely successful. Annual new market sales have increased to over \$16M, from less than \$2M.



**A.B. Myr Industries, Inc.**

