

Diversification for Custom Machining Shop

Situation

Vallorbs is a high-precision custom machining shop that was heavily rooted in the nuclear market with very little diversification. Vallorbs had one large client, Westinghouse, and they needed to diversify.

Challenges

- Heavily rooted in the nuclear market
- One large client, not diversified
- “Dime-a-dozen” perception in the marketplace

Solution

Wavelength designed a program around educating Vallorbs’ target audiences about the importance of specifying rolled screws over cut screws. Our program included coordinated content that brought this small but significant detail to the attention of specifiers in a variety of markets. It also demonstrated our ability to get up to speed quickly and create high-quality content. Wavelength performed all of the market research to make the program happen.

9-MONTH RESULTS:

- **900,000** qualified exposures in **4** vertical industries
- **5** multipage feature articles in target publications
- **500+** qualified leads

**We deliver the leads. You close the sales.
Together, we grow your business.**

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Turning a Commodity into a High-Value Component

Vallorbs is a high-precision custom machining shop that was heavily rooted in the nuclear market with very little diversification. Vallorbs had one large client, Westinghouse, and they needed to diversify. The company wanted to broaden its reach into new vertical markets and distinguish itself from the “dime-a-dozen” perception that the markets and corresponding industry publication editors had about machine shops. During a meeting, Vallorbs mentioned that if you manufacture a screw by rolling it instead of cutting it, you create a stronger screw with less flaking and material breakdown. We knew this small detail could be a huge win in industries like chemical processing where the integrity of parts is absolutely essential.

This little screw was a very big deal.

After this discovery, Wavelength designed a program around educating Vallorbs’ target audiences about the importance of specifying rolled screws

over cut screws. Our program included white papers, tip sheets, and public relations that brought this small but significant detail to the attention of specifiers in a variety of markets. It also demonstrated our ability to get up to speed quickly and create high-quality content. Wavelength had no input from the client on this topic, and we performed all the research to make the program happen.

Wavelength researched and wrote extremely technical articles with minimal client contribution and secured placements in several high-profile industry publications, including *Chemical Engineering*. In less than nine months Wavelength’s PR program helped Vallorbs achieve \$140,000 in equivalent media value and 900,000 exposures in four vertical industries and five publications.



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