

A NEVER-ENDING EFFORT

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Marketing P/M parts to design engineers is a never-ending effort. The industry must continue to inform its current and potential customers of the benefits of P/M. We must do this not only to grow, but to survive.

Three years ago, MPIF launched a marketing program with the major strategy of expanding current markets for iron and copper base, stainless steel and aluminum P/M parts and developing new markets.

Market research has shown that P/M was misunderstood and that customers were uninformed about P/M's benefits. Engineers also criticized industry materials standards.

We attacked these problems with a special program to develop more meaningful, useful material standards and a total marketing program that included advertising, public relations, a trade show exhibit, technical literature, a P/M parts buyers guide, films and regional P/M design clinics. MPIF has just begun the fourth year of its marketing program under the leadership of the Industry Development Board.

Through May, the program has generated more than 16,000 inquiries or potential sales leads for members of the Powder Metallurgy Parts Association. In 1985 PMPA members were sent about 4,300 inquiries. Ads were run in four trade magazines in addition to postcard mailings in design and purchasing magazines.

In addition to the ads last year, MPIF had a booth at the Design Engineering Show and sponsored three regional design clinics: in Chicago, Illinois; Andover, Massachusetts; and Dearborn, Michigan. So far this year, clinics were held at the SAE show in Detroit, Anaheim, Cleveland, and at the Ford Motor Company in Dearborn. Further design clinics are scheduled for Charlotte, North Carolina; and Chicago. We also completed another successful exhibit at the 1986 Design Engineering Show giving out P/M parts, literature, answering questions and generating inquiries for PMPA members.