

Conneaut Industries, Inc.

A CASE STUDY

The Situation

Conneaut Industries is the industry quality leader of industrial yarn products to the Wire & Cable, Automotive, Aerospace and Fiber Composites industries.

1. The company's website, while informative and factual is graphically dated and difficult to maintain without going through a third party, which is costly and time consuming. Company management has other day to day priorities, so rather than deal with the website, it remains out of date.

The next few pages illustrate selected pages from the old site



onneaut Industries, Inc.

1-800-955-YARN (9276) Fax: 1-401-397-2564

- Home Page
- About Conneaut
- Fibers / Products
- Terminology/ Definitions
- FAQs / Contact Form
- Our Staff
- News
- Customer Survey
- ConnCore®



CONNEAUT INDUSTRIES



CONNEAUT IS THE INDUSTRY QUALITY LEADER WITH A CLEAR FOCUS ON TECHNOLOGY, CHANGE AND CUSTOMER NEEDS. OUR PROCESS CAPABILITIES ENCOMPASS SPECIALTY YARN WINDING, TWISTING, BRAIDING, TESTING AND TECHNICAL SUPPORT. OUR PRODUCTS ARE USED EXTENSIVELY IN THE UNITED STATES AND RECOGNIZED ON THE INTERNATIONAL MARKET.



89 Hopkins Hill Road
West Greenwich, R. I. 02817

[CLICK HERE FOR DIRECTIONS FROM T.F. GREEN AIRPORT](#)

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Vision

Conneaut Industries is a recognized technology leader in yarn conversion for Wire & Cable applications and Ignition Wire core products. Our successful products provide a significant value-added contribution for our customers. Our insight into the future inspires, motivates and empowers our people to higher levels of perfection and security. Our ultimate company goal is to become a great LEAN organization reaching for higher levels of performance and customer satisfaction.



CLICK TO ENLARGE

Values

- Value is defined by the ultimate customer and is only meaningful when the business meets the customer's needs at a specific price at a specific time.
- People are the most important resource in our business. They provide strength, intelligence and vitality in our organization.
- Our products must be the best and satisfy our global customers.
- Our customers are an important element in our business.

Mission

- Develop strategies to compete in a Global Market.
- Maintain high standards through cutting edge innovations.
- Develop new products through technological advances.
- Maintain our commitment to shareholder interest, growth and value.
- Empower our personnel and provide them the resources to achieve the company's vision.
- Build long-term partnerships with customers and suppliers.

Quality Policy



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Don't miss us at INTERWIRE 2005

May 16-19
Atlanta, GA
Booth 2206

NEWS

June, 2003 - CONNEAUT INDUSTRIES INC. ANNOUNCES A NEW PRODUCT CALLED CONNCORE®

December 18, 2001 - CONNEAUT INDUSTRIES INC. ANNOUNCES NEW SALES AGENT FOR MIDWESTERN UNITED STATES

October 6, 2000 - CONNEAUT INDUSTRIES INC. ACQUIRES CHADWICK YARN CO., INC. WEST GREENWICH, RI

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The Situation

1. The company brochure is in the same state. Updates are costly and time consuming. Annual quantity requirements are very low (hundreds, not thousands) which makes long run offset printing cost inefficient and wasteful.
2. Because the company is a niche player, it does not advertise. However opportunities to participate in directories and trade show publications are sometimes passed over due to lack of graphic materials.

The Solution

- 1. Website Upgrade** - Reconfigure existing content on website to allow in-house updating of content. This includes training session for internal personnel. Upgrade the graphic look and feel of the site. Re-host site for easier access to web maintenance/upgrade services.
- 2. Brochure** - Create full color 1 sided brochure using Website content and look and feel. Provide native file (word or Publisher) and pdf to client to allow in-house updating, printing on color ink-jet printer and emailing.
- 3. Advertisement** - Create directory type ad using item 2 as source. Provide native file to client.

The next few pages show the results

WEBSITE Home Page



- Home
- About Conneaut
- Our Products
- News
- Contact Us

Welcome to Conneaut Industries

Conneaut Industries is the industry quality leader with a clear focus on technology, change, and customer needs. Our process capabilities encompass specialty yarn winding, twisting, braiding, testing and technical support. Our products are used extensively in the United States and recognized on the international market.

What's New at Conneaut?

Conneaut Announces ConnCore®

Conneaut Industries announces a new product called ConnCore® to the ignition wire industry...

[Learn More >>>](#)

New Sales Agent for Midwestern United States

Conneaut has announced the appointment of Randy Reynolds as sales agent for its Midwestern United States territory...

[Learn More >>>](#)



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Site powered by Newfangled

WEBSITE Sub Page



- Home
- About Conneaut
- Our Products
- News
- Contact Us

- About Conneaut
-
- [Overview](#)
- Terminology/Definitions
- Our Staff

About Conneaut Industries

Vision

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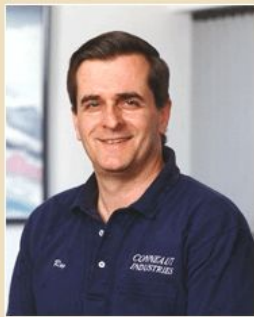
Our Staff



John P. Santos, Vice President

John started at Conneaut in 1970. His responsibilities include sales and product development. Mr. Santos has a comprehensive understanding of the various processes in the manufacturing of specialty yarns. He is available to answer any technical questions relative to braiding and serving applications. Mr. Santos will be pleased to network with the customer to find permanent solutions to any processing challenges. Moreover, he is available for on-site consultation at your facility. After hours, John's other interests include boating and physical training.

[Email John](#)



Ray Coleman, Plant Engineer

Ray started working at Conneaut in 1991. He has worked in the textile industry for his entire 30-year career and has a Bachelor of Science degree in Mechanical Engineering from Worcester Polytechnic Institute. Ray would be glad to discuss the capabilities of our products, and to be part of your problem-solving team. At home, Ray can be found tinkering in his shop and helping to restore turn-of-the-century steam engines at a local engineering museum.

[Email Ray](#)

Russell Kibbe, CDA, Controller



Conneaut
Industries, Inc.

BROCHURE

Conneaut Industries is the industry quality leader with a clear focus on technology, change, and customer needs. Our process capabilities encompass specialty yarn winding, twisting, braiding, testing and technical support.

Conneaut supplies industrial yarn products to the Wire & Cable, Automotive, Aerospace and Fiber Composites industries. Our customized yarn packages are used in braiding, serving and in cable fillers / reinforcements. The leading industrial companies use our Quality products throughout the world. We invite you to contact us and explore any special requirements you have.



FIBERS

- Fiberglass - Roving
- E-Glass
- S2-Glass®
- Kevlar®
- Aramids
- Nomex®
- GlassCore®
- KlassCore®
- DynaCore®
- PTFE Coated Glass
- Polyglass
- Polyester
- Nylon
- Rayon
- Carbon
- Cotton

And More



ConnCore®

Conneaut has introduced ConnCore, which is intended for automotive ignition wire applications. The product consists of E-glass yarn, aramid yarn, or a combination of the two coated with a conductive resin. ConnCore is available with resistance ranging from 1500 to 5000 ohms per

foot (5000 to 16000 ohms per meter). It can be supplied in continuous metered lengths of 100,000 to 150,000 feet (30,000 to 45,000 meters) and is also available with a release coat pre-applied.

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Conneaut operates from two facilities with a combination of 60,000 square feet for manufacturing and warehousing. Our employees are focused on total customer satisfaction and understand the business principals of teamwork and the commitment to produce zero defect products. Our management has over 120 years of combined experience in processing specialty yarn products for various industries. We provide extensive analytical testing and evaluation for any related yarn process. Moreover, we are available for consultation at your facility.

**COLOR
DIRECTORY
AD**



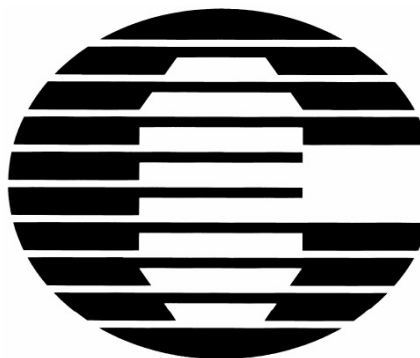
Conneaut Industries, Inc.

Conneaut Industries is the industry quality leader of industrial yarn products to the Wire & Cable, Automotive, Aerospace and Fiber Composites industries. With a clear focus on technology, change, and customer needs, we supply leading companies throughout the world and invite you to contact us to explore any special requirements you have.



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**BLACK & WHITE
DIRECTORY AD**



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Update

- 1. Website Upgrade – Website has been upgraded several times since it's creation and can be viewed at:***

www.Conneaut.com