



**Client  
Reported  
Impacts  
2017**

**ASSISTED 614**  
companies

**927** value-added services  
and projects

created and retained **3,677**  
JOBS

**\$411,367,826**

**AGGREGATE IMPACT TO ILLINOIS ECONOMY**

*Average savings per client/project:*

**\$1.3M**

new and retained sales

**\$254k**

investment spending

**\$131k**

cost savings

“ I cannot say enough about the team at IMEC and how they have truly expanded our future at Lindy. We would not be in the renewed shape we are in without their knowledge, direction, and networking. ”

Cheryl Wellman, Controller  
Lindy Manufacturing



## Budnick Converting (Columbia, IL)

### 110 Employees

Manufacturer specializing in the conversion of adhesive coated tapes, foams, films, foils, and other specialty materials

www.budnick.com

### SITUATION

Budnick Converting was faced a common question - create a new position or reorganize assignments to alleviate the current strain on existing staff. The team needed to evaluate the potential new position as well as tackle a larger project; evaluate the current process flow, including job roles and the location of equipment and inventory on the shop floor. That's when the Budnick team called on longtime advocate and technical experts, IMEC.

### IMEC SOLUTION

The IMEC team focused on the organization of three departments and began by utilizing a video review to evaluate non-value added activities. By filming multiple jobs and operators, the IMEC specialists led the team on a complete review and brainstorming session to identify recommended improvements. Quickly, a list of objectives were prioritized based on difficulty to complete and importance. "The process has been great," said Tom Belcher, Press Department Team Lead. "The video recording was eye opening and the IMEC coaching helped keep everyone focused and moving in the right direction."

Over the next month, the Budnick team completed additional objectives and re-evaluated priorities with the IMEC team; narrowing their focus and proceeding with setup reduction in the department to address inventory, clean up the space requirements and the flow of the product. By moving inventory and several machines, the big picture flow of the facility quickly became more efficient. Additionally, the team applied the principles of 5S (workplace organization) to improve the access to materials and minimizing movement of people throughout the day.

The biggest realized benefit of the setup reduction and process flow evaluation was that it allowed Budnick to stay in their current building, requiring additional space only for secondary production and a minimal investment in equipment. This allowed the company time to do the expansion right instead of rushing through the process."

*"IMEC helped keep us focused and on track. Through the experience the IMEC personnel has from past roles and through other businesses, our staff has gained a great amount of knowledge."*

- Brad Albrecht, Vice President Finance and Operations

### RESULTS

- Cost savings of \$100,000
- \$50,000 investment in employee skills
- \$50,000 investment in business processes
- Improved absenteeism and turnover rates

## Lindy Manufacturing (Downers Grove, IL)

### 20 Employees

Job shop metal stamp manufacturer serving the automobile, construction, and military markets

www.lindymanufacturing.com

### SITUATION

The family-owned, second generation manufacturer had never needed to explore new methods for increasing awareness and engagement with new and existing customers. While typically relying on a handful of customers to drive consistent, reliable business, Lindy Manufacturing now faced a need to quickly change pace when they lost a significant customer in the agriculture industry and nearly 45% of annual sales. That was when Cheryl Wellman, Lindy Manufacturing Controller, was introduced to IMEC through their banking partner.

### IMEC SOLUTION

Through the initial discovery assessment, IMEC uncovered the need for Lindy to develop a key marketing strategy to enable the manufacturer to cross-sell and up-sell opportunities with current customers and monetize leads being generated. With the help of IMEC marketing partner StratMarketing Group, Lindy implemented a new, off-the-shelf platform for developing campaigns to automate the marketing strategy. "Within days of speaking with StratMG, we were building a plan with the whole team," said Wellman. "They made us feel very comfortable about the process; the approach to marketing." Within 3 months of project kick-off, the team was generating email campaigns targeting specific SIC codes and began to receive new RFQs. Wellman cites the impact of the difference it made in their team's enthusiasm for sales outreach. "I've never seen anyone willing to help others more than IMEC and StratMG," said Wellman. "This experience has really changed the way we look at things. They're not just people we work with, anymore, they're our friends."

After utilizing the automated marketing program to further engage past customers, Lindy received an order from a key customer they had previously lost. This re-engagement sparked a renewed excitement from leaders across the organization. Wellman and team remain optimistic about the future of the new sales and marketing program and look to IMEC for ongoing guidance in their business improvements.

*"We felt lost in the need for internal improvement, but unclear on how to go about it. Meeting IMEC was critical for driving change throughout the organization."*

- Cheryl Wellman, Controller

### RESULTS

- Achieved more than \$1.7 million in new leads after first campaign
- Implemented new lead generation software for tracking and lead management
- Established internal sales and marketing roles with existing staff