

Situation

Howe Corporation, a refrigeration equipment manufacturer in Chicago, started their connection with IMEC back in 2014. Initially connecting with IMEC through a grant, their initial projects were focused on plant layout and Lean. After their success in Lean, Howe stayed connected with IMEC to continue to find ways to grow. In the past 3 years, they've collaborated on projects such as ISO training, SEO, cybersecurity, and marketing. This connection has been strongly beneficial for both sides as Howe continues to maximize their potential while IMEC continues to have an opportunity to create lasting impacts.

Solution

One of the first big goals for Howe Corporation was receiving ISO 9001:2015 training. Having a strong knowledge of ISO helps to build trust in clients and shows that the company has put in the effort to better their workforce. Over the course of 7 months, Howe worked with IMEC to ensure they are well-versed in ISO and were able to use their training to make long-term growth.

Following their ISO training, Howe saw an area of growth within SEO (search engine optimization) having just created their brand-new website. Implementing SEO strategies helps to grow traction for websites or social media. Howe completed a SEO analysis with recommendations for growth with an IMEC expert and followed up with a training program co-led by StratMg. This program included:

- Up to 60 Target Keywords
- Initial Review and Analysis Report
- On and Off-Page Optimization (content, links, headers, tags)
- Google My Business Setup & Verification
- Monthly and Quarterly Reporting

This program, along with the brand-new website, generated great growth for Howe in the digital space, leading to more exposure and new leads.

Having a stronger presence online leads to the need for strong, safe cybersecurity. Their prior government contracting and having larger clients who increase the requirements meant that action needed to be taken to ensure the safety of not only the clients but Howe Corporation itself. Towards the end of 2021, Howe Corporation participated in a CMMC Cybersecurity Training Series. Once a month from August 2021-October 2022, Howe gained great insights to create a strong foundation in cybersecurity and feel confident in the safety of their technology.

More recently, Howe has collaborated with IMEC on sales presentation training, trade show marketing, and newsletter template work. The connection with IMEC over the last decade has had a significant impact for Howe Corporation that has led to growth in a variety of spots. Howe and IMEC look forward to their work in the future.

Results

- Increased Sales: **\$9,728,865**
- Retained Sales: **\$29,000,000**
- Cost Savings: **\$1,950,000**
- Jobs Created: **18**
- Jobs Retained: **40**

"I always feel like the IMEC team is in an office right down the hall. They take the time to learn our company so they can truly provide the best support. They not only activate immediately when I reach out with a need, they also proactively think of us when new grants and trainings present themselves. So much of what I have accomplished at Howe is due to the resources and support of IMEC!"

Tammy Phillips, President and CEO, Howe Corporation