

Company Background

PLITEK® LLC is a contract converter specializing in precision die cutting, custom film extrusion, release liner coating, and adhesive coating. With a strong emphasis on the medical device manufacturing sector, their components and finished parts serve critical applications like diagnostics, microfluidics, wound care, cardiovascular components, and more. Additionally, PLITEK® produces patented PLI-VAVL® one-way degassing valves for coffee packaging, producing over 500 million valves annually.

With more than 50 years in business, PLITEK® remains firmly rooted in Prospect Heights, Illinois, where they recently expanded into a 75,000 sq. ft. facility to support continued growth. The company employs approximately 100 team members and is actively recruiting to expand its factory workforce.

The Situation

PLITEK® sought to grow its business by strengthening its digital marketing strategy. Recognizing that an improved online presence could attract new customers and showcase its advanced capabilities, PLITEK® reached out to IMEC—not just for a quick fix, but for a collaborative, long-term partnership that would guide their team toward sustainable results.

Work Throughout the Years

Over the years, the partnership with IMEC has continuously evolved into a relationship that has been marked by open communication, trust, and a shared commitment to seeing PLITEK® succeed. In 2020, IMEC collaborated with PLITEK® on the "CARES Reshoring Import Substitution Program"—a program aimed to assist in identifying potential buyers and encourage those buyers to reshore manufacturing. Through this initiative, PLITEK® leveraged the IMEC Illinois Manufacturing Supply Chain Matchmaking Center, a key tool that connects manufacturers with new business opportunities and contributes to economic growth.

The bulk of the work has been completed to improve PLITEK®'s digital presence. It began with a two-phase SEO initiative that not only improved keyword rankings and visibility but also empowered PLITEK®'s marketing team with valuable knowledge and tools. Training and ongoing support became cornerstones of the relationship, transforming a project into a partnership centered around growth and shared success.

Throughout the collaboration, IMEC has provided personalized guidance, taking time to understand PLITEK®'s market, goals, and the nuances of their industry. The expertise from IMEC has allowed PLITEK® to navigate the complex landscape of digital marketing with confidence, turning challenges into growth opportunities.

Where They Are Today

Today, PLITEK® is recognized as a leader in precision die cutting and converting. Thanks to its digital strategy with IMEC, approximately 80% of its leads are now highly relevant, and the company has realized impactful results, including:

- 10% in sales growth
- 100% in retained sales
- Creation of 10 new jobs

Their state-of-the-art facility not only represents physical growth but also reflects a broader commitment to sustainability, as evidenced by their bronze EcoVadis rating for environmental responsibility.

Perhaps most importantly, PLITEK®'s marketing team is now equipped to independently maintain and grow their digital presence. What began as an SEO project has developed into a partnership rooted in innovation, adaptability, and long-term success.

Looking ahead, PLITEK® is confident in its ability to generate new leads, increase brand awareness, and build upon a strong foundation—with IMEC as a continued strategic partner.