

FAET's customer-oriented approach pays off when launching their new product at CWIEME Berlin 2016

COMPANY FOCUS AND CHALLENGES

Founded in 1965, FAET is a global leader in electromechanical and electro-technical components and spare parts. The company's expertise is in storing and producing materials to build and repair static and rotating electrical machines. Based in Milan where it manages over 12,000 stock items, FAET has a 3000+ strong customer base and exports to 50 countries across the globe.

FAET's customer focus can be seen in the results of a recent CSA survey, with 98% of customers stating they are satisfied with their quality of manufacturing.

FAET is making substantial investments to achieve its goal of becoming the prime European player in the marketing and manufacture of insulation materials. To drive this growth, they need to be visible to both the procurement and technical people involved in the purchasing decision. That means gaining exposure in the right places.

THE OBJECTIVE

To utilise CWIEME Berlin to launch an exciting new product, build awareness of FAET and gain new contacts in both existing and potential customer organisations.

"We see CWIEME Berlin as a global and ongoing platform to support our business. Seeing a crowd of people on your stand for three days and receiving compliments from both customers and partners is a really great feeling."

DARIO FERRIGATO
Marketing Manager, FAET



"Our success at the show has proven that CWIEME Berlin is the ideal environment for launching a new product or service."

THE CWIEME SOLUTION

FAET view CWIEME as a global and ongoing platform for supporting their business. Following the successful corporate acquisition of Dielettrica (www.dielettrica.it), FAET exhibited at CWIEME Berlin to help launch a new product that removes enamel from copper strips and enlarges the wiring's capacity. They were confident that it would create new opportunities and possibly open up new markets.

FAET worked closely with the CWIEME Berlin team to develop a strong stand design and a promotional programme to generate maximum awareness of their product launch. Promotional activity included prominent positioning of the product on FAET's website and the inclusion of CWIEME Berlin email footers on communications they sent out, such as invitations to everyone on its customer and prospect databases to visit their stand at the show. FAET also took advantage of promotional activity offered by CWIEME, such as inclusion on their website and in their onsite show guide.

BENEFITS OF EXHIBITING

FAET see CWIEME Berlin as a core part of their marketing and sales strategy, contributing to the successful launch of their new product.

Launched new products

- Informed the market of their new product and its capabilities
- Highlighted the company's manufacturing expertise

Reinforced existing relationships

- Met all of their European clients in one place over just a few days
- They were able to cross-sell their portfolio of products and services

Identified new opportunities

- Used their stand to establish relationships face-to-face and begin the complex sales process with new prospects
- Gained market insight on customer trends and competitor activities

Automatic wire stripper.



“The combination of increasing our prospect database, building the commercial pipeline and making sales on the stand, prompted us to immediately book a stand at CWIEME Berlin for next year.”

DARIO FERRIGATO
Marketing Manager, FAET



The revolution in stripping rectangular wires.

RESULTS ACHIEVED BY FAET

- Gained 500+ new quality contacts
- Secured sales at their stand
- Built a post-show order pipeline
- Effective brand and sales development

For more information about FAET, visit www.fuet.it

To learn more about CWIEME, visit www.coilwindingexpo.com

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