

Testimonial

Canadian Wear Technologies

BDC helps company with full range of needs from digital marketing to operational efficiency

Profile

Canadian Wear Technologies, based in Cobourg, Ontario, is specialized in wear protection for material handling systems. The company began by creating a unique, high-end white iron laminated wear plate as a protection material for the oil sands market. Over the years, the business has expanded to include a wider range of products and custom engineered wear solutions for several industries.

Needs

Canadian Wear Technologies was looking to improve its online presence, drive more visitors to its website and make more effective use of social media to reach its customers. Before investing resources in its online efforts, the company wanted a thorough assessment of its digital marketing footprint to determine the most effective strategies to boost its marketing results. The company was also facing operational efficiency challenges in its manufacturing plant.

Solution

By leveraging a pilot program designed by Northumberland Community Futures Development Corporation (CFDC) in partnership with BDC and the Northumberland Manufacturers' Association (NMA), Canadian Wear Technologies was able to benefit from BDC's advisory services. BDC's marketing experts provided a digital marketing diagnostic, which included an analysis of the company's online presence and competitors, search engine optimization, website enhancement and a list of qualified BDC vendors. BDC's operational efficiency experts conducted an Operations Optimization Potential assessment to provide the company with a complete picture of its performance, including an audit of key performance indicators, as well as an analysis of operations profitability and waste. BDC then helped the client prioritize optimization projects that would have the most impact.

Results

Canadian Wear Technologies was able to identify strategies to improve its online presence, to achieve better results. The operations evaluation mandate allowed the company to implement continuous improvement projects with a savings potential of \$100,000. The company is now well positioned to compete in the global marketplace.



BDC's Digital Diagnostic opened our eyes to the multiple blind spots we faced and how we could improve. Tying in the operational efficiency mandate has allowed our operations team to focus on areas previously overlooked. There is no doubt that the combined mandates completed by BDC will enable our company to continue to scale up in the coming years.

Bill Lee

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