



A Bold Move in Timid Times



"We've always done things differently than our competitors, so we embarked on this journey to brand our unique approach. After months of internal review and a survey of our key customers, our process was solidified into the "Procise Process." We thought it was a great time to market this differentiation and update our name to better reflect our concentration on the surface treatment industry, despite the negative economic news. Our history is important and it defines us but we also must be current to remain competitive in the future."

—Jim Whalen
Vice President Sales and Marketing
Progressive Surface
(formerly Progressive Technologies)

"I'm not spending money on advertising and promotion right now. Let's conserve capital, let's wait to see how the factors that are out of our control affect business."

Have you heard similar comments or made them yourself? After all, it's wise to be conservative during a worldwide recession. Or is it? Could timidity cost your company an opportunity to grab market share from competitors?

A Strong Player Makes a Move

Progressive Technologies, supported by its 41 years in the surface treatment machinery industry, made the decision to capitalize on its strengths during a weak economy. The company recently announced its new name, Progressive Surface™, and solidified their successful business program into the Procise Process™.

The new name zeroes in on the company's core business. Progressive Surface manufactures, installs and supports shot peening, grit blasting, ultra-high pressure waterjet stripping and thermal spray coating machines. Progressive has installed more than 1,300 standard and custom systems in 33 countries for aerospace, medical, energy, and military applications. They succeed in a global marketplace where only a few manufacturers can meet—and anticipate—the needs of the most demanding industries in the world.

Marketing with Precision

Progressive Surface created a brand differentiation when it named its business strategy "Procise Process." A brand differentiation defines customer expectations and states how the company fulfills the expectations better than other brands (i.e., the competition). Progressive Surface delineates three elements of the Procise Process:

- **Thorough Upfront Discovery**
Our thorough upfront discovery determines your precise and unique requirements to ensure ultimate success.

- **Process-Specific Design**
Our expertise and experience in engineering, process, tooling, software, and automation are reflected in every detail of your equipment's process-specific design.

- **Lifetime Support**
Progressive customers are less likely to need after-sale service but if they do, they enjoy easy access and a lifetime of exceptional support.

Years of experience have proven that these three benefits are important to Progressive's customer base. Putting the three points in writing turns the Procise Process into a promise to fulfill expectations. Now prospects will question, "Can other companies match these commitments to me?"

Why Now?

Brand differentiation and the associated marketing is a financial commitment. A new web site, letterhead, advertising, and signage on trucks, buildings and equipment are a few of the expenses. And, as in Progressive Technologies case, it's wise to hire a marketing firm to develop and implement the name change and branding strategy.

So why invest in your image now?

- 1) Since most shot peening vendors supply more than one market, some of your market sectors are still expanding. Think energy and medical.
- 2) Your competition has probably slashed their advertising budget and are out of sight, out of mind.
- 3) And finally, it's a great time to promote elements of your brand that are crucial to customers that must justify every dime they spend. Surprisingly, price isn't always the deciding factor—peace of mind has tremendous value. Progressive Surface is offering a system that won't keep the buyer awake at night.

Thorough upfront discovery: this machine will meet your needs now and in the future.
Process-specific design: world-class talent in every step of the design and manufacturing process. **Lifetime support:** the ultimate security blanket in scary times. ●

Photographs: Progressive Surface's standard 5-axis robotic system Model RPB4848. Over 85 of these machines have been sold worldwide, mostly for aircraft engine component peening.