



**We improve
your data.
You improve
your sales!**

For more than 20 years, Findlay have conducted an annual Census of Manufacturing, researching UK manufacturing and engineering sites. Our knowledge extends beyond identifying their location, size and industry sector to unearth the separate departments and the technical/commercial decision-makers working within them.

Covering Production, Engineering Design, Electronic Design, Factory services, Purchasing, Supply chain and IT departments, Findlay Direct Marketing holds more verified data on the industry than any other source, across 29,000 UK sites and 170,000 key contacts.

This media pack explains the services we offer to help you to make the best use of our investment to ensure your investment targets the key decision-makers with the power to really boost your sales.

We look forward to working with you.

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“Some people drink from the fountain of knowledge, others just gargle.”

Robert Newton Anthony

> Our Services

Findlay Direct Marketing provide a full service department specialising in accurate data and measurable routes to market your products/services. From data provision to campaign fulfilment we'll have the most effective solution for you.

> Step 1

Choose your market

> Step 2

Choose the service

> Step 3

Improve your sales

> Data purchase

Rental - One time use (Direct mail)
Lease - Unlimited access for 12 month

> Direct mail

Postal or email, we can provide creation and fulfilment services.

> Data cleaning

Minimise errors, duplicates, dead records and maximise the power of your data.

> CRM enhancement

Learn more about the customers you have and find those prospects you don't.

> Market analysis

Profile your customers by SIC codes, site size, turnover, cluster groups, supply chains etc.

> Telemarketing

Renowned for their professionalism, our interviewers will bring your campaign to life.

> Innovation

From hosted CRM systems to 'prospect' loaded Tom-Toms, we'll work with you to deliver results

> Industry knowledge

Investment in Findlay's Census of Manufacturing, Master Source database and our B2B magazines/events/conferences, means no-one has better knowledge of the manufacturing sector.



Overview

Our services

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Data cards

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Data analytics

Telemarketing

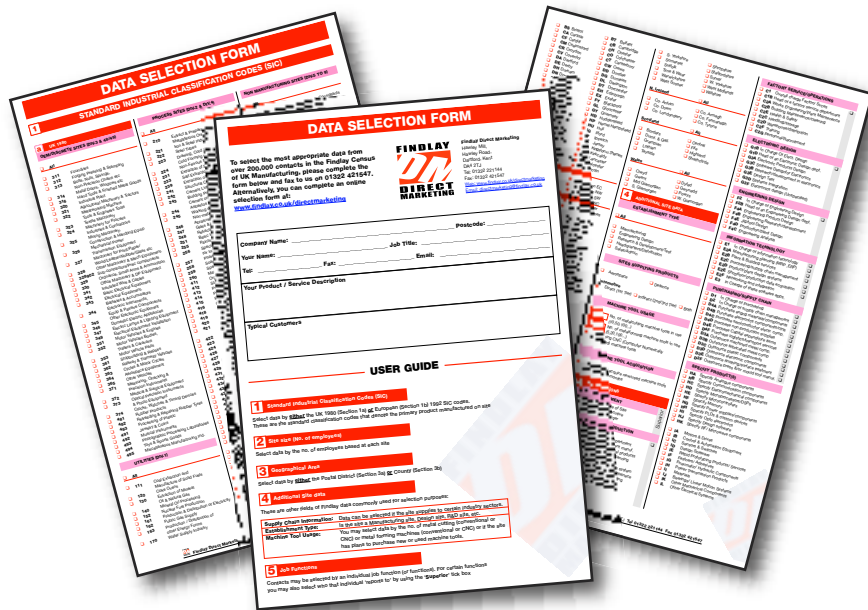
Innovation

Knowledge

Data selection

Rate structure

Data Selection



**To discuss your selection
 call 01322 221144**

> Choose your target audience

Our unique data selection cards provide an effective way to select manufacturing sectors by SIC code, establishment type and site size. Alternatively we can select on supply chain information, departments or machine usage.

> Select your geographic area

Define your chosen area by RDA region, county, postcode or even a radius / drivetime from a fixed point.

> Named decision makers

Select from over 170,000 named decision makers by their functional responsibility in Senior, HR, Finance, Manufacturing/Production, Factory Services/Operations, Electronic design, Engineering design, IT, Supply chain or by actual job title such as Managing Director, Operations Manager, Chief Engineer.

> Rent or Lease?

Data Rental - single use only
 For a one-off mailing to a defined market, list rental is the most economical method. We can provide both postal and email addresses and have in-house fulfilment services to deliver your message.

> Data Leasing - unlimited use for 12 months

If you are building a database or want to repeat your direct marketing activity, leasing is the best option as it more economical in the long run. There are no restrictions on the number of times you can use it for either postal, email or telemarketing campaigns.

Our data leasing contracts are supported by data cleaning and data analysis services, adding further value to your data.



> Data Rental - Single use

Rental data is considered 'blind' and can either be released to 3rd party mailing houses, or fulfilment can be conducted by Findlay.

> Data Leasing - Multiple use (12 month)

For unlimited direct access to the data, we provide two types of account from which to lease data:-

Prospecting account

For purchasers wishing to target a niche audience where the number of contacts may be small.

Data leasing contracts

For regular data leasing at discounted rates, with the additional benefits of:-

- 4 days consultancy work
- Discounted data rental/leasing
- Discounted data maintenance
- Data mapping software
- Discounted data cleaning
- Discounted telemarketing

> Managed site accounts

We also provide a service to ensure that you are never out-of-touch with the latest changes in your market. Our fully managed service will ensure your core sales and marketing database is maintained to first class standards.

From as little as £4 per site per year, we can provide regular updates to any selected sites. Rate depends on site size.

Data Rental - rates

Single use data rental rates:- (Min order of 2,000 contacts)

Postal direct mail	£299 / 1,000 contacts
Email direct mail	£349 / 1,000 contacts
Dual rate (Postal & Email)	£585 / 1,000 contacts

Fulfilment rates are available on request

Data Leasing - rates

Prospecting account rates:- (Min order value £1250)

0 - 300 contacts	@	£5.00 each
301 -1000 contacts	@	£3.00 each
1001 -2500 contacts	@	£2.00 each
2501 -5000 contacts	@	£1.50 each

Data Leasing contract rates:- (Contract fee £2750)

1 - 2500 contacts	@	£1.00 each
2501 - 7500 contacts	@	£0.75 each
7501 onwards	@	£0.50 each



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Production**

Factory
Services

Mechanical
Design

Electronic
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IT
Services

Purchasing/
Supply Chain

Findlays associated
magazine



> Manufacturing / Production

Outsourcing has turned the old 80/20 rule on its head, with over half of all machine tools now being purchased by sites with fewer than 100 employees. The Findlay Census uniquely quantifies the universe of machine tools and their users; what types, how many, future purchasing intentions, contract manufacturing activity, tooling buyers, etc.

The following data is captured to support our leading portfolio of production engineering products:

Number of machine tools currently in use.

Number of manual or CNC metal cutting and/or metal forming machines.

Plans to acquire new and/or used machines tools within the next three to six months.

Likelihood the site will dispose of machine tools and allied equipment in the next three to six months.

Code	Job function/Responsibility	Contacts
B1	Day-to-Day Charge of Production	24,346
B1B	Head of Production Department	5,838
B8A	Metal Product / Component Manufacture	17,016
B8B	Toolmaking / Prototyping / Maintenance	12,288
B8C	Assembly / Finishing of Final Products	7,579
B8D	Production Engineering / Planning	10,694
B8E	Quality Control / Inspection	8,308
B8F	Process control / Engineering system	7,490
B7A	NEW Machine Tool Purchaser	17,180
B7B	USED Machine Tool Purchaser	17,077
B7C	Specifying/Purchasing of Tooling	17,006

National UK Totals of Machines, their types and sites using them

Cutting Machines	Sites	Forming Machines	Sites	1+CNC Machines	Sites
249,642	15,328	55,858	6,834	79,355	7,802



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> Factory Services / Operations

Findlays associated
magazine



Managing the factory, its people and its services adds up to manufacturing's toughest job. Important buying decisions often start and usually end with production operations bosses.

Works Management delivers the person in overall charge of the site and the person who has overall responsibility for factory services.

As site size increases, specialist departments are tracked to deliver line managers responsible for ensuring the site works effectively.

Code	Job Function/Responsibility	Contacts
C1	Day-to-Day Charge of Factory Services	8,442
C1B	Head of Factory Service Department	5,439
C2A	Works Engineering / Plant Maintenance	11,206
C2B	Building Maintenance	8,134
C2C	Handling / Storage	6,207
C2D	Warehousing / Distribution	5,587
C2E	Health & Safety	7,172
C2F	Training	6,865
C2G	Recruitment / Personnel	6,746



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> Engineering Design

Findlays associated
magazine



Engineering design activity is predominantly conducted within equipment manufacturers. However, many other manufacturing companies also carry out design work for in-plant applications. Increased outsourcing by larger manufacturers has led to significant employment of design engineers in contract manufacturing and service companies.

In fact almost 25% of engineering designers work outside the original equipment market. The question is, where does product design actually take place and how is it organized?

Only FDM answers that question systematically site by site.

Code	Job Function/Responsibility	Contacts
F2	In Charge of Engineering Design	17,232
F2B	Head of Engineering Design Dept	2,020
F4A	Engineering Product Design	23,721
F4B	Engineering Research & Development	13,504
F4C	Engineering Analysis	11,071
F4D	Production / Plant Design	7,753
F4E	Jig & Tool Design	5,837

Code	Specify/Purchase	Contacts
IA	Motors & Drives	3,450
IB	Control & Automation Equipment	2,928
IC	Sensors & Switches	3,901
ID	Design Software	3,956
IE	Rapid Prototyping Products / Services	3,025
IF	Fasteners / Adhesives	4,310
IG	Pneumatic / Hydraulic Components	2,999
IH	Power Transmission Products	3,134
II	Materials	4,543
IJ	Bearings / Linear Motion Systems	3,029



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> Electronic Design

Findlays associated
magazine



A great deal of electronic design activity takes place within the electronics OEM markets of computers, communications and related equipment. But the spread into other engineered products within automotive, aerospace, medical and industrial equipment is revealed by the established fact that over 75% of UK electronics designers now work in sectors outside the electronics OEM. The Findlay Census reveals who they are and where they are, data not available from any other source.

Our data includes over 22,000 named design engineers, managers, directors and purchasers who influence, specify or purchase electronic components or systems enabled by semiconductor technology.

Code	Job Function/Responsibility	Contact
G1B	In Charge of Electronic Design	8,182
G1D	Head of Electronic Design dept	1,023
G3A	Electronic Product Design	12,448
G3B	Research / Development in Electronics	8,487
G3C	Software Design for Electronics Systems	7,301
G3D	Systems Integration	7,670
G3E	Design Test	7,815

Code	Specify/Purchase	Contacts
HA	Analogue Components	4,837
HB	Communication Components	4,238
HC	Electromechanical Components	4,640
HD	Microprocessors / DSPs	4,141
HE	Microcontrollers	4,131
HF	Memory	4,031
HG	Power supplies / Components	4,824
HH	PLDs & Custom Devices	3,540
HI	Opto Electronics	3,841
HJ	Design Software	3,741



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> Information Technology

The Findlay Census identifies those within engineering operations or IT departments who specify and control computer systems for manufacturing activities.

Findlays associated website



Code	Job Function/Responsibility	Contact
E1	Day-to-Day Charge of IT	5,020
E2A	Manufacturing Planning (MRP, ERP)	1,848
E2B	Plant & Building Services	1,482
E2C	Purchasing / Supply Chain Management	1,889
E2D	Product/Plant Design Systems	1,716
E2E	Shopfloor / Production Data Acquisition	1,683
E2F	Networking and Integration	1,884
E3	In Charge of Software Applications	2,751



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**Purchasing/
Supply Chain**

> Purchase / Supply chain management

Findlays associated
magazine



It is well known that manufacturing as an industry has sought to outsource a number of traditional activities to niche specialists. This practice has enabled the manufacturing industry to reduce its staffing levels by bringing in external contractors to perform functions previously undertaken in-house.

Code	Job Function/Responsibility	Contacts
D3A	Outsource Machined Metal Components	11,442
D3B	Outsource Fabricated Metal Components	10,665
D3C	Outsource Plastic Components	1,020
D3D	Outsource Electronic Components	884
D3E	Outsource Finishing & Surface Treatment	3,444
D3F	Outsource Press and/or Mould Tool Manufacture	2,975

Code	Specify/Purchase	Contacts
D1	In Charge of Purchasing	5,287
D2	In Charge of Supply Chain Management	3,679
D4A	Purchase Engineering Materials & Components	5,329
D4B	Purchase Electronic Components & Controls	5,190
D4C	Purchase Semiconductor Electronic Components	4,070
D4D	Purchase Non-Production Supplies	4,973
D4E	Purchase Capital Expenditure Items	4,752
D4F	Purchase Logistics & Transport Services	4,865



“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” *John Wanamaker*

> Data Cleaning/ Enhancement

Most suppliers to manufacturing agree that their sales and marketing database is not all it should be. But acquiring accurate data about customers and prospects can be time consuming and expensive. The expense does not stop there, every wasted sales call and costly catalogue, indeed every mailing item dispatched to out-of-date or unqualified project adds to the overall cost penalty.

FDM offers a fully comprehensive data cleaning service that will eradicate your inaccurate data and duplications. The first stage is to undertake a ‘free of charge’ audit from a sample of your data (typically 1000 records in a defined postal area). Compared against our database, an indepth report is produced, giving you a clear indication as to the ‘health’ of your manufacturing data.

Typically, the price for any clean is as little as £1 - £3 per site, money which is almost instantly re-couped from the next marketing campaign you conduct. A cleaning project involves:-

- The initial FREE health check audit
- Data de-duplication
- Data reconciliation & enhancement
- All previous DEAD, DIRTY records labelled and the new CLEAN and enhanced ones formatted to your CRM specification.
- Data preparation & formatting
- Data profiling





“Knowledge is of two kinds: we know a subject ourselves, or we know where we can find information upon it.” *Samuel Johnson*

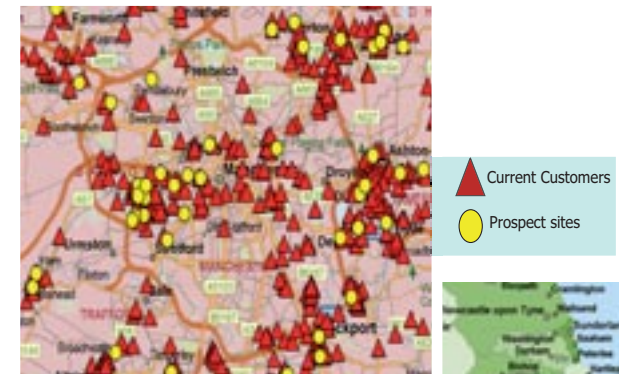
> Geo-demographic reports

Mining the Findlay database provides valuable information about your current database and assist to identify your current penetration of the market. Knowledge that will direct your marketing and sales resources effectively and identify areas that require attention.

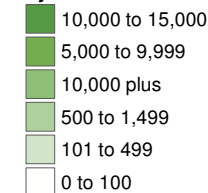
Findlays Direct Marketing team will build profiles of your current customers, supply extra information about them and employ the latest mapping software to provide 'easy-read' reports.

A few examples of their use are as follows:-

- Cluster group analysis reports - Help secure the right location for your sales activities.
- Drive-time mapping - Build invitation lists for events you are exhibiting at.
- Sales territory planning - Ensure that sales territories are allocated effectively and identify new prospects in each area.



Number of persons by Postcode Area





“We cannot hold a torch to light another’s path without brightening our own” *Ben Sweetland*

> Customer and Site profiling

The most effective way to increase sales is to look for new contacts that mirror the existing make-up of your current customers. However, most databases miss out on vital information to allow this to happen.

Through matching your existing data with ours, FDM can build a clear picture as to the make-up of your customers by sectors worked in, SIC product description, site size and which job functions within those organisations are most important to you.

Using this knowledge we can find new prospects that best fit your profile giving you the most targeted leads in the industry.





“Marketing people who ignore research are as dangerous as generals who ignore decodes of enemy signals” *David Ogilvy*

> Telemarketing

Benchmark Research is Findlays’ dedicated in-house telemarketing operation and specialises in researching the manufacturing sector. With instant access to the Findlay database, the team can bring their expertise & knowledge to enhance your marketing activities.

Our outbound call service uses the latest in CATI (computer aided telephone interview) systems, enabling precise reporting whilst maximising effectiveness.

Whether your company is looking for ways to increase highly technical machine sales, increase channel sales or improve your product marketing effectiveness, we offer a fast, convenient and affordable way to reach your prospects. Typical telemarketing services include:

- Lead generation
- Lead qualification
- Direct mail follow-up
- Customer satisfaction surveys
- Market research

Telemarketing rates:-

Each project is bespoke as project costs are based on the results of pilot projects. Our typical day rates are between £250 - £450 per day (including use of data).

For a tailored quote call our research team on:-

01322 221144



Call 01322 221144 to discuss your next campaign now



“I don’t want to be left behind. In fact, I want to be there before the action starts” *Kerry Packer*

> Innovation

Data is only effective if it can be readily accessed, manipulated and presented in the required way at the precise time it is needed. That is why FDM have worked in partnership with many clients to create bespoke delivery systems tailored to their needs.

Just a few of our most recent developments have been:-

- Bespoke online CRM website
- Industry body online directory
- Advanced data mapping technology
- Prospect data loaded into Tom-Toms



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> Knowledge

Findlay Direct Marketing are keen to help clients achieve maximum ROI from each of their campaigns, but also to lend our knowledge about how the market works.

Over the years Findlay has researched the market in depth and published the key guide 'Marketing to Manufacturing', which covers such topics as

- Who are the decision makers
- Creating Brand awareness
- Sales leads and other action
- Advertising in a recession

Findlay's Trends in Manufacturing provides the inside track on the movement of staff and output across all sectors showing where the market is likely to grow/decline.

Either of the above reports can be provided by emailing dlarner@findlay.co.uk

Other information sources of interest are:-

- Introduction to UK Standard Industrial Classification Coding
- A Guide to the 1998 Data Protection Act
- The Society of Motor Manufacturers and Traders
- The Direct Marketing Association
- Benchmark Research
- The Royal Mail
- The Manufacturing Technologies Association
- Direct Marketing Information Service
- Findlay Group

