

## Press Release

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### MANTEC PROVIDES BUSINESS IMPACT METRICS TO WAVELENGTH

#### *Wavelength's Strategic Consultation and Service Drives Bottom Line Impact*

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm headquartered in Lancaster (PA), received its 2010 “report card” from business partner MANTEC’s President and CEO John Lloyd.

Wavelength B2B is a consultant in good standing with MANTEC, which is an affiliate of the Manufacturing Extension Partnership (MEP), a program of the Commerce Department’s National Institute of Standards and Technology. The MEP is a nationwide network of centers helping U.S. manufacturers improve their performance and become more competitive.

Of the manufacturing clients that Wavelength provided its consulting and marketing services for on behalf of MANTEC in 2010, the agency received the following scores:

- Bottom line impact of 30% above the value of the consulting services provided by Wavelength B2B
- Return on Investment projected from these projects is 3.4 to 1
- Total Satisfaction Score on completed projects is 5.0 out of a maximum of 5.0

#### Highlights of 2010 Projects Include:

**Food and Beverage Manufacturer:** Wavelength developed and executed a key customer account program, which included an extranet portal for a food and beverage manufacturer. The program was developed to

improve the service of an international key customer account and its franchisee network, which represents 43 states and 20 countries. This account represented a significant portion of the client's overall revenue, and the client needed to respond to market and business conditions requiring it to improve its value proposition to this key customer. The extranet program improved the manufacturer's ability to serve the customer, enhanced the ability to capture future sales, and made service functions to this key account more streamlined and cost effective.

**Machine Builder/Precision Machining and Engineering Manufacturer:** Wavelength provided strategic and execution support building online credibility with target industries including defense/military, aerospace/communications, and medical/commercial. The program also improved the company's positioning and communication of both its capabilities and its advanced use of technology. At the center of this program was the development of a new web site that will be instrumental in the client's 2011 sales and marketing efforts.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit [www.wavelengthb2b.com](http://www.wavelengthb2b.com).

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