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MAINE MEP HELPS WINDHAM MILLWORK CRAFT A NEW LOOK
Expansive Web Site, Video Developed for Custom Woodwork and Cabinetry Company

Windham, ME – For more than 50 years, Windham Millwork has been creating premium woodworking projects for a variety of customers, from schools to hospitals, banks to governmental institutions. In order to provide their existing and potential customers with an in-depth look into the range of capabilities and projects the Windham, Maine company can develop, Windham Millwork wanted to update some of their marketing materials, specifically, produce a video and modernize their Web site.

“From our company’s standpoint, we did not have a lot of time to find and research suppliers that we needed to update all our collateral. We have worked with the Maine MEP (Manufacturing Extension Partnership) for a number of years prior on Lean projects and other initiatives, so it made sense for us to team up once again to assist us in finding the right people for this particular project,” said Bruce Pulkkinen, CEO of Windham Millwork and chairman of the Maine MEP board. “Bob Doiron from the Maine MEP helped us secure a grant that we received through NETAAC (New England Trade Adjustment Assistance Center), which helped us with funding.”

NETAAC works with manufacturers who would like to improve their competitive position in a market where declines of sales and employment are due, at least in part, to increasing imports.

“For companies like us who had been losing business to the Canadian dollar, NETAAC really helped,” added Pulkkinen. “After we secured the grant, Bob helped us develop specifications for projects, and coordinated the vendor bids. He even made recommendations to us, and once the vendors were secured, managed those contracts.”

“Windham Millwork wanted to get the message out that they wanted to be a strategic partner with a company when it came to a new project – from the budget phase to the design and

construction phase. Their new video includes footage of their facility as well as photos of ongoing and completed projects, plus sound bites from architects commenting on their work,” said Doiron. “They were able to mail out that video to anyone in New England with a facilities management department, and were able to secure a lot of business due to that direct mailing.”

Windham Millwork now has a dynamic Web site that showcases their work in a photo gallery, outlines their history, and shows photos of their team.

“Typically, customers never come here to see our plant, so we wanted to them to put a face to the company name, and now they can. That was a big benefit for us, and helped us differentiate ourselves from our competitors. We’ve even been trained on how to make changes to the Web site in house so we can continually update it,” said Pulkkinen. “The Maine MEP and NETAAC really helped us to pull together something we really wouldn’t have done on our own and the exposure we have seen as a result has been more than worth it.”

About Maine MEP

Maine MEP is an affiliate of the NIST under the U.S. Department of Commerce. The national MEP is a network of manufacturing extension centers that provide business and technical assistance to smaller manufacturers in all 50 states, the District of Columbia and Puerto Rico. Through MEP, manufacturers have access to more than 2000 manufacturing and business “coaches” whose job is to help firms make changes that lead to greater productivity, increased profits, and enhanced global competitiveness. For more information on the Maine MEP program call 1-800-637-4634 or visit www.mainemep.org.

About NETAAC

Located in Lowell, MA the New England Trade Adjustment Assistance Center, Inc. is a government-funded non-profit organization that offers assistance to import-impacted manufacturers. Through a grant from the U.S. Department of Commerce, NETAAC’s goal is to help New England manufacturers increase profitability and retain employees through cost-shared consulting projects, and covers such tasks as marketing/sales strategies, e-commerce, lean manufacturing and ISO registration. For more information, please call (978) 446-9870 or visit www.netaac.org.

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