



Marketing for manufacturers

INTERNATIONAL PR

Launching to a new audience

Case Study

Pryor Marking Technology

PRYOR

Client objective

- Pryor has built its business on providing first-class marking and traceability services for manufacturers in the UK and Europe. Following the opening of a new facility in North America, Pryor wanted to create brand awareness of the company's services amongst the engineering and aerospace sectors.



Campaign idea

We implemented a trade PR campaign to position Pryor as a thought-leader and expert on product marking and traceability for engineering businesses and the aerospace industry.

Our approach

With our in-depth knowledge of Pryor's business and their technology, the needs of the customer and our experience of the target media, we developed detailed articles to pitch to the engineering and aerospace trade media in the USA.

We developed a number of advisory pieces on traceability issues and the importance of marking in critical supply chains.

The results

Within the first three months of the campaign we had our first article published in Aerospace Manufacturing and Design, followed by a steady stream of coverage for Pryor in its other core target North American publications.

AVE TOTAL:
£30,816

PAGES TOTAL OF EDITORIAL:
14

A MARKED IMPROVEMENT

THE AEROSPACE MARKING CELL COMPLIES WITH AN ISO 9001, A FULL MARKING HEAD AND A VISION SYSTEM. A LARGE PART IS MOVED INTO THE CELL, LOADED ONTO THE ROTARY TABLE AND CLAMPED INTO PLACE. AN OPERATOR SCANS THE PART'S UNIQUE ID, WHICH CALLS UP A PROGRAMME WITH MARKING INSTRUCTIONS. THESE ARE CARRIED OUT BY THE ROBOT-MOUNTED MARKING HEAD. THE WHOLE PROCESS IS CONTROLLED BY PRYOR'S SOFTWARE, WHICH IS LINKED TO THE MANUFACTURER'S PLANT MANUFACTURING SYSTEM TO ENSURE THE CORRECT DATA IS APPLIED. PRYOR'S VISION SYSTEM HELPS TO VALIDATE AND VERIFY ALL MARKS.

Marking Aircraft Components

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Impact on Pryor's business

“We've worked with 4CM for several years. They've played an important role in helping us increase the awareness of our business in the UK and North America, providing excellent strategic PR and marketing support, fresh ideas and insight and outstanding tactical delivery. In particular, they have helped us develop a strong media presence, which has been instrumental in educating our target audiences about our technology and know-how. We want our customers and prospects to see us as suppliers of innovative solutions and great products and that's how 4CM has helped position us – in front of the right audiences, at the right time.

Alastair Morris - Sales Director - Pryor Marking Technology

EXAMPLES

Editorials

Prior to make its mark at EMO Hannover

Prior Marking Technology (Hall 11, stand B03), a leading marking and identification specialist, is to showcase its extensive range of innovative and efficient marking solutions as it returns once again to EMO Hannover in September.

At its largest ever stand at the show, Pryor will highlight its one-stop shop approach to industrial permanent marking. It is able to supply dot pen, laser or scribe marking technologies, each of which can be tailored to the specific needs of its customers.

Prior will demonstrate a version of its pioneering Aerospace Rotational Marking Cell, which has been designed for the rapid and highly precise marking of large cylindrical aerospace components. Such parts may require 15 or more marks to be made at various points to positional tolerances of 0.1mm, which is impossible to do by hand.

The Aerospace Rotational Marking Cell comprises an ABB robot, a rotary table, a full marking head and a vision system. A large part is moved into the cell, loaded onto the rotary table and clamped into place. An operator scans the part's unique ID, which calls up a programme with marking instructions. These are carried out by the robot-mounted marking head. The whole process is controlled by Pryor's software, which is linked to the manufacturer's plant manufacturing system to ensure the correct data is applied. Pryor's vision system helps to validate and verify all marks.

Furthermore, Pryor will show its Portable Laser Marker, which can be used to carry out high speed, permanent laser engraving on large, immobile metal objects. In a recent project, the hand-held device was shown to be able to clearly and precisely engrave 30 names every 50 seconds, with each letter measuring just 0.1mm in height. As laser marking is a non-contact technology, it does not create any stress points or deformation within the material to which it is being applied.

Prior will also show a large, high power floor-standing laser workstation, a full line-up of dot marking machines, from compact hand-held units to the highly flexible marking tool for the 4-axis marking of large parts, and its revolutionary CNC marking tool.

Feature - METAL MARKING

The trace is on

With product recalls as an all too frequent occurrence, the manufacturing supply chain is under increasing pressure to ensure product traceability.

The number of product recalls has risen by over 100 per cent in the last five years, with the most recent recall for a car model by Ford in 2013 to call back 1.5 million vehicles, while the 10 most recent recalls in the UK have cost manufacturers over £1 billion.

According to research by group ACSS, recall costs for manufacturers in the UK are estimated to be £1.5 billion per year. Overall, the average cost of a recall is estimated to be £100,000 per vehicle.

For many manufacturers, the cost of a recall is not just a financial one, but a reputational one. A recall can significantly damage a company's reputation and its ability to win business.

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Infographic

Do you know whether to use a Data Matrix or QR Code on your components?

Is appearance vital?

Do you want to drive consumers to your website?

Is reliability imperative?

Do you need to show compliance or ensure greater product traceability?

QR CODE

- Highly recognised form of data storage
- URL can be hidden in the code
- Stores less data than a Data Matrix code

LASER MARKING

- High marking speed
- Can work with a range of materials
- Environmentally friendly technology
- Ideal for QR Codes and Data Matrix marking

DATA MATRIX

- Code can be read any way up
- Stores more data than a QR code
- If partially damaged or obscured majority of data can be recovered

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