

East Penn Manufacturing Co. Takes Control of Their Web Business Channel.

About East Penn Manufacturing Co., Inc.

East Penn Manufacturing Co., Inc. (www.eastpenn-deka.com) is a battery, wire and cable products manufacturer located in Berks County,



EAST PENN manufacturing co., inc.

Pennsylvania. In business since 1946, they are a leading producer of lead-acid batteries. Their state-of-the-art facility in Lyons Station, Pennsylvania is the largest manufacturing facility in the world for its industry, with over 2 million square feet under one roof. In addition they are dedicated to environmentally-friendly practices, including recycling 100% of the batteries returned to them and utilizing a US EPA "Part B" permitted facility as a model for the industry.

The Challenge

East Penn had invested in a new website through Mogistic partner, Imirage, Inc. The website had been built and deployed, but East Penn desired a way to improve their content on the website on a regular basis. With a limited staff dedicated to web services, they needed a solid content management solution. "We have a limited staff of one," says Chad Christ, IT Manager for East Penn, "and you are looking at him."

East Penn knew they needed their website to operate as a significant sales tool and they wanted to provide customers with up-to-date product lines and data sheets. With a diverse line of battery and cable products, there is a great deal of content to update and add on a weekly basis. Constantly adding text, images, and PDF assets to the website would become a cost-prohibitive and time-consuming practice if they chose to outsource the management of the website.

The Solution

Imirage quickly determined that their smart practice of active web management meant they needed a solid content management system. Imirage contacted Mogistic to present

Contentivity™ (then known as “ProfitSuite”) to East Penn. “We researched some open source and freeware CMS solutions and they didn’t measure up to what we needed,” says Christ. East Penn realized the importance of not leaving website management to just any CMS solution. Contentivity™ compared favorably to enterprise solutions as well, offering a high-value economic advantage to East Penn.

The Results

The finished result is a true web business channel that generates leads for their sales staff. Their effective use of content has made helped East Penn achieve high search engine rankings for many different battery types. This results in more extensive global reach and fresh new business accounts to continue their successful history of growth. East Penn has demonstrated how Contentivity™ and a sound content production strategy can achieve excellent results.

Facts and Figures

Customer:	East Penn Manufacturing Co., Inc
URL:	www.eastpenn-deka.com
Pages:	248
Challenge:	Manage web content with minimal IT staff
Duration:	1 month
Launch:	July 2006
Environment:	.NET Win2000



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