

# American Fastener

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## *EFC Launches New E-commerce Site*

MyEFC-intl.com



### **EFC International**

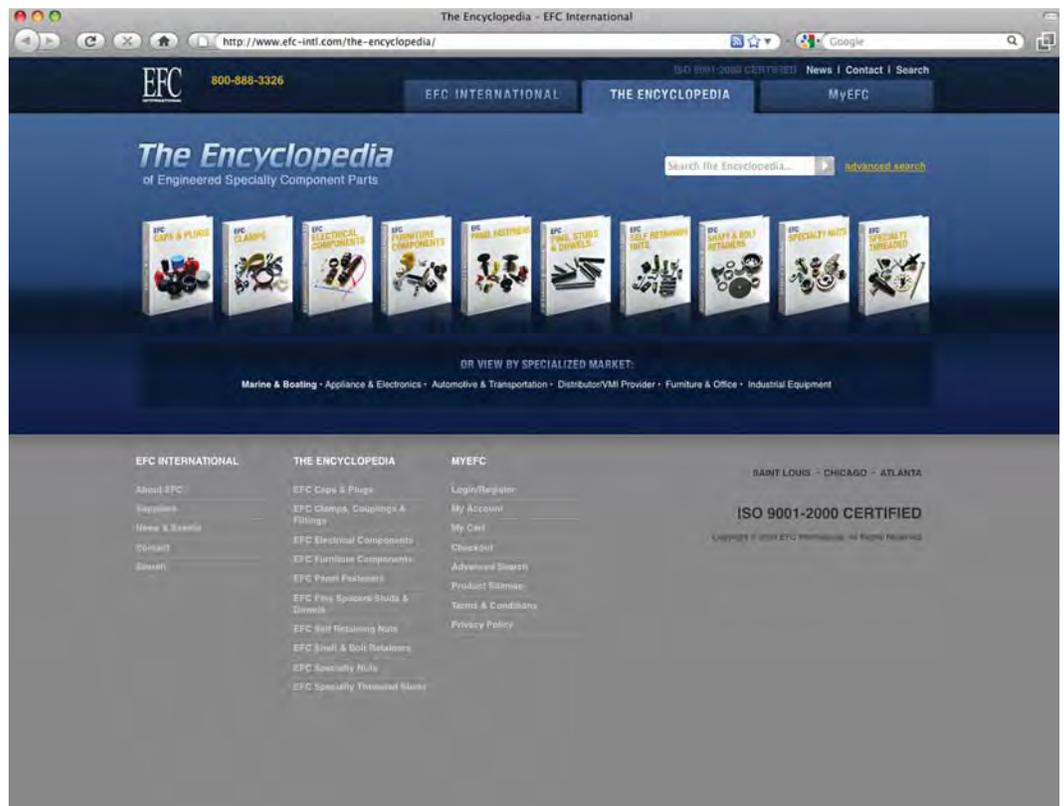
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## EFC INTERNATIONAL

Doug Adams, CEO and President of EFC International, ensures EFC remains dedicated, focused, fun and committed

EFC International is **DEDICATED** to providing its customers with complete satisfaction. For more than 26 years, EFC International has been providing world-class products and a high level of service and support to its customers. EFC's commitment to the fastener industry continues today as it did in 1983 through partnership programs, strategic planning, superior technical support and application engineering services. EFC's goal is to provide customers money and time saving solutions for their fasteners needs.



Doug led the initiative in 2009 to reorganize, redesign and rebuild EFC's website (<http://www.efc-intl.com>) to serve three primary purposes, represented by three primary navigational tabs. The first tab—**"EFC International"**—represents the corporate site where visitors can learn more about EFC's capabilities as a Master Provider of specialty component parts. Visitors can read about EFC's history, supporting services and commitment to quality as an ISO 9001-2000 certified organization. News and events, supplier information and product literature are also featured in the EFC International corporate section.

The second tab houses EFC's exclusive series of product-focused online Engineering Guides, well known throughout the industry as **"The Encyclopedia."** Years ahead of current

knowledge-sharing trends, EFC created a series of industry-leading and comprehensive online Engineering Guides to bolster fastener knowledge. Historically, at the University level, engineering degree programs have lacked specific courses geared toward fasteners or fastening design and assembly applications. EFC has promoted The Encyclopedia by establishing relationships with academic departments of engineering, and regularly attends career fairs to introduce EFC not only as a potential employer but also as a fastener source to engineers as they enter the workplace. As a by product of this methodology, the company has also been extremely fortunate to employ top engineers in vital sales positions. The Encyclopedia has become a one-of-a-kind reference tool with educational value to those in an engineering discipline.

The third tab introduces new and exciting eCommerce functionality called "MyEFC," allowing customers to buy parts online instantly with a credit card and allowing EFC to communicate with a broader customer audience. Although EFC's existing customers will enjoy some of the new functionality for quickly browsing inventory and pricing, MyEFC reaches out to small businesses or departments who may require smaller quantities over shorter periods of time. The site focuses on the unique needs of smaller businesses and shops, allowing them to buy parts online from an industry expert with all of the quality control and expertise that EFC offers. Product enhancements, unparalleled support (the toll free phone number is available on every page of the website!) and the secure environment all earn EFC high marks in customer trust and loyalty.

Overall the redeveloped website expands the company's sales and distribution channels and complements existing business capabilities. Phase II of the project is the launch of a B2B site for existing customers. The B2B website will provide services for EFC's existing customers and larger new customers including, but not limited to:

- Online request for quotes
- Conversion of a quote to a purchase order
- Ability to track orders and shipments
- Ability to review order history

Doug has a dedicated team behind him. Although 65% of the employees are under the age of 50, there is a reservoir of experience and vast knowledge of the fastener industry that directly attributes to the company's success. Recent additions and changes have been made to the EFC Team; including the promotion of Reno Fricano to Vice President. Reno has been an integral part of EFC's success since joining the company in 2000. Reno will remain in the Chicago office overseeing the sales operations of all three branch locations. Engineering excellence is critical to the growth of EFC and is a talent EFC continues to invest in as shown in the recent Sales Engineering Team additions of Jeff Tyler, Dan Ferge and John Kosidlo. Matt Dudenhoeffer, Strategic Product Manager, leads the



Product Management team and has recently added David Pfeifer as Cold Formed Product Manager. David joins EFC with over 20 years of sales and engineering experience in automotive, military, wind energy, construction and other markets. EFC remains in a strong financial position with growing cash reserve managed by Denny Vogt, CFO. He takes pride in overseeing the financial strength and security of EFC. Another investment and addition to the team in 2009 was Ted Loucks, Director of IT. Ted's expertise and understanding of the customer's expectations is a great asset to the team. The entire EFC team has been formed to define and deliver profitable solutions for the company and the customer.

marketing plans that are cohesive and integrated with those of its suppliers. Joint and coordinated efforts in implementing specific sales and marketing plans are critical to the success in its Master Programs. EFC's success in growing its partners' product lines continues to outpace typical industry growth rates. EFC's strategy is simple and straight forward. EFC selects suppliers very carefully, and only partners with the industry's best. EFC management integrates directly with its' suppliers' management to devise growth plans focused to perform in the market segments that these suppliers cannot effectively service or reach on their own. EFC's programs deliver a powerful value proposition. The result is countless win-win-win scenarios: EFC grows profitably, Partners grow profitably and customers are completely satisfied with the high level of service and support. EFC International looks forward to years of continued growth by supporting its suppliers (not outsourcing them) and delighting its customers.

Whether supplier or customer, EFC International is **COMMITTED** to supporting its business partners with innovation, value-added products and services. EFC highly differentiates itself as a technical expert for its broad offering of engineered components. EFC provides a viable and effective means for its Customers to reduce their supply base while maintaining the integrity of their products.

### **ATTENTION AFJ READERS...**

visit <http://www.myefc-intl.com/AFJ> for an **EXCLUSIVE SPECIAL OFFER**

available for a limited time.

Promotions are ongoing so check EFC International's website soon and often.

The company's success is also attributable to the loyal and dedicated support of its suppliers. Through its Master Partnerships with world-class suppliers, EFC has developed sales and

EFC is powered by SAP, the world's leading provider of business software. It is an EFC asset in reducing costs and optimizing performance both in and outside the office. Activity is streamlined and

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St. Louis Corporate Office

enhanced greatly by sales engineers in the field utilizing the power of SAP.

The never-ending stream of news regarding the grim economy in 2009 did not diminish the drive or ambition within EFC. EFC's trade show presence immediately provides prospective customers with the perception that EFC is a sound, secure supplier. EFC chose to exhibit in three major shows in 2009 with more added for 2010. EFC exhibited at IBEX, International Boatbuilders' Exhibition and Conference, in Miami. At a past IBEX show, EFC received an Honorable Mention Award for innovative achievement in Boatbuilding Methods and Materials with the introduction of the TwinDisk® fastening for composite panels and structures. Professional boatbuilders, designers, repairers, distributors and dealers from around the world attend IBEX. It is the largest technical trade event for the recreational boatbuilding industry in the world. The SEMA (Specialty Equipment Market Association) Show in Las Vegas was a first for EFC in 2009. SEMA is the premier automotive specialty products trade event in the world. SEMA attracts industry leaders from over 100 countries for opportunities in the automotive, truck, SUV and RV markets. NIFS, National Industrial Fastener Show, closed out the circuit for EFC in November. The show was well attended and the mood was very upbeat with

many comments of 2010 being a bright year in the fastener industry.

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## Specialized Markets

- Appliance & Electronics
  - Automotive, Heavy Truck & Transportation
  - Furniture & Office
  - Industrial Equipment
  - Marine & RV
  - Renewable Energy Products
- 

Two additional marketing tools are now being utilized, Twitter and Facebook. These marketing tools provide ample opportunity to reach a large demographic and the ability to spread the word quickly through friends and business associates. Facebook and Twitter allow EFC to easily communicate with customers and industry associates about new products, promotions, events and stories while sharing industry information. With Facebook, EFC is able to fully answer customer's technical questions while Twitter allows EFC to heavily promote the eCommerce site.

EFC International is **FOCUSED** on exceeding its customers' expectations.

EFC segments its service and support functions by industry, not only in the United States but worldwide, to better service its primary markets: Appliance & Electronics, Automotive/Heavy Truck Transportation, Furniture & Office, Industrial Equipment and Marine & RV and Renewable Energy. By doing so, EFC's sales and service staff have become extremely knowledgeable in the particular needs of each segment, thereby proactively addressing its customers' needs. This segmentation allows us to also adapt to the changing economic situations in targeted markets across the globe.

Growth is a way of life at EFC. Three stocking warehouses accommodate expansion. The recent move of the Atlanta branch to a larger facility and added capacity in Chicago assures customers their releases are on the shelf. EFC continues to develop strategies to create consistent business growth and remain focused on this initiative in 2010. There are many growth opportunities, and one initiative for growth EFC would like to capitalize on is an acquisition in a strategic market of a specialty distributor company with unique product offerings. EFC looks to a new year maximizing its strength as a global provider of specialty engineered component parts and assembly innovation leading the fastener industry. ■