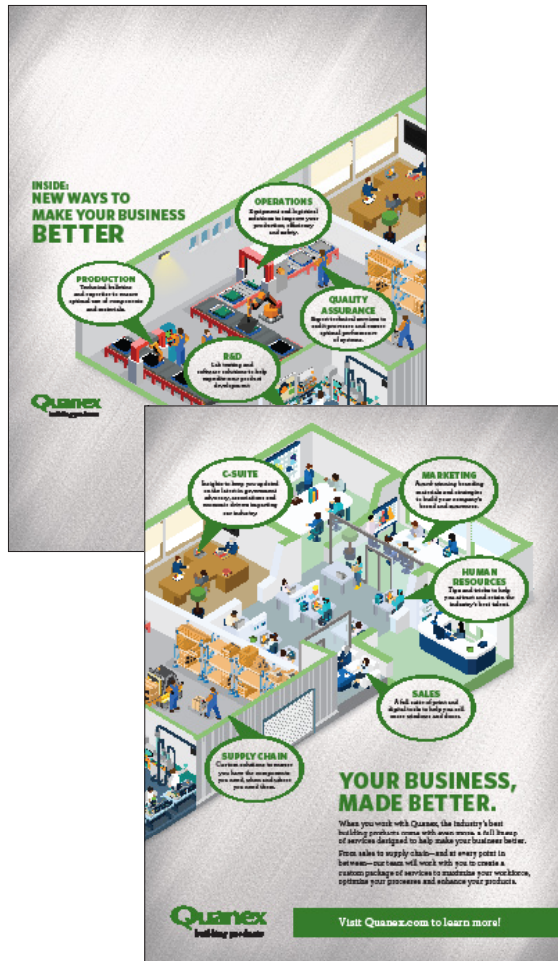




ONE COMPANY TRANSFORMS AN INDUSTRY



As Quanex’s window and door OEM customers face new industry challenges brought on by an increased demand for energy-efficient products, skilled labor shortages and aging equipment, AKHIA conceptualized a messaging platform—Plant Transformation—for all communication efforts, highlighting Quanex’s unique qualifications. This platform, in turn, supports these companies, helping them take the leap into becoming plants of the future through automation.

THE RESULTS

Quanex coined the term Plant Transformation, which is now being used industrywide. Meanwhile, the sales team sees it as the single most important message for them in the marketplace.

9
trade articles

33
blogs for
trade media

6,638,528
impressions

WHAT DROVE OUR SUCCESS?



Unique Creativity
By focusing on customer pain points and putting a new spin on existing services, we helped Quanex create a point of differentiation.



Smart Collaboration
We have SMEs on speed dial and are empowered to work directly with them to drive initiatives.



Deep Industry Knowledge
We’re not just bystanders, we’re entrenched in all parts of the industry, from economic drivers to government advocacy, so that we can bring fresh ideas to the table.

