



Testimonial: Manchester Tool Company

Since 2003, Ashby Dillon has assisted Manchester Tool Company with several key marketing projects, most notably the complete re-design of the company's website. Manchester began the project with Ashby Dillon in January, 2006 and was able to achieve the go-live date of June 2006, slightly ahead of schedule. The website design is clean, powerful and easy to navigate. With the guidance and hard work of the people at Ashby Dillon, we were able to make our vision a reality. Besides the public portion of the website (which contains a distributor locator, online catalogs, product videos and a very complete technical section), the site is also a fully functional e-commerce portal. The Ashby Dillon team is very professional, creative, and just edgy enough to challenge a 50 year-old company into being the leader, setting the pace, and marketing our successes.

An anecdote that I think exemplifies the customer focus of the Ashby Dillon organization comes to mind. Erin Maxin, the Account Executive who is the liaison with Manchester, realized she needed to have a better understanding of the Manchester products and where they fit within the broader cutting tool industry in order to help us get to where we wanted to go. She volunteered to spend most of an entire day getting much the same product training that a distributor salesman would receive. This is the type of "above and beyond" partnership attitude that everyone at Ashby Dillon has with respect to their clients.

It is for these reasons that I am happy to give the Ashby Dillon agency my highest recommendation. Congratulations to Lowell Dillon and the entire Ashby Dillon team.

Best Regards,

Frank Monteleone

VP of Sales & Marketing at Manchester Tool Company

