

Guilford Group Case Study



Chromalox Doubled Market Value

Chromalox is a heating and controls technology company, with a strong market position, delivering temperature management and process heating solutions for customers in industrial end markets.

Business Improvement Steps

- Re-designed role and working of the leadership team
- Changed from high 'products-offered' focus to 'customer focused'
- Positioned Chromalox as a technology company providing highly engineered solutions and services
- Designed and built global marketing organization with a highly technical sales force
 - Augmented marketing investment with new branding strategy'
- Redesigned global new product development process with greater R7D investment
- Achieved selective expansion into under penetrated countries to achieve geographic growth from a largely US base
- Designed global manufacturing footprint with low cost locations and enhanced cost management and on-going productivity culture.



Representative Products & Categories



HEAT TRACE



COMPONENT
TECHNOLOGIES



INDUSTRIAL
HEATERS &
SYSTEMS