

Issue No. 316  
FREE SUBSCRIPTION

# Gateway TO Manufacturing

THE NORTHEAST'S TOP MANUFACTURING RESOURCE

## Safety in the Smart Factory: How Technology Is Transforming Industrial Workplace Protection

[ see page 3 ]

## Modern Manufacturing Requires Modern Marketing: How Industrial Companies Are

[ see page 11 ]



MARCH / APRIL 2026

BE SURE TO SHARE YOUR STORIES: [WWW.THEGATEWAYMAG.COM](http://WWW.THEGATEWAYMAG.COM)

# C o n t e n t s

MARCH / APRIL 2026 | ISSUE 316

## INDUSTRY INSIGHTS

**03** Safety in the Smart Factory: How Technology Is Transforming Industrial Workplace Protection

**11** Modern Manufacturing Requires Modern Marketing: How Industrial Companies Are Winning in a Digital-First Economy

As the manufacturing sector continues to embrace digital transformation, today's industrial leaders are discovering that innovation extends far beyond the factory floor. In this month's edition of The Gateway Magazine, we explore two increasingly important drivers of long-term manufacturing success: workplace safety and modern industrial marketing.

Our first feature article, "Safety in the Smart Factory: How Technology Is Transforming Industrial Workplace Protection," examines how connected technologies, automation, AI-driven monitoring systems, and wearable devices are reshaping safety standards across modern manufacturing facilities. From predictive hazard detection and collaborative robotics to virtual reality training and industrial cybersecurity, manufacturers throughout the Northeast are leveraging smart technologies to create safer, more efficient, and more resilient workplaces. As factories become increasingly automated and connected, proactive safety management is quickly becoming a core component of operational excellence.

Our second article, "Modern Manufacturing Requires Modern Marketing: How Industrial Companies Are Winning in a Digital-First Economy," takes a closer look at how machine shops, fabricators, OEM suppliers, and manufacturers are adapting to today's rapidly evolving industrial buying process. As procurement teams and engineers increasingly begin supplier searches online, manufacturers are investing in stronger digital branding, modern websites, search visibility, content marketing, and targeted advertising strategies to stay competitive. The article explores how industrial companies can better communicate their expertise, build credibility, and position themselves for growth in an increasingly connected marketplace.

Together, these articles highlight an important reality facing today's manufacturers: success in 2026 depends not only on operational performance, but also on how effectively companies protect their workforce, communicate their capabilities, and adapt to an increasingly digital industrial economy.



# Gateway

TO Manufacturing

### PUBLICATION MANAGER

Matthias Roberge

### EDITORIAL DIRECTOR

Chris Hislop

### ART DIRECTOR

Adam Kaufmann

### ADVERTISING INQUIRIES

(877) 463-4020

[info@thegatewaymag.com](mailto:info@thegatewaymag.com)

Hours: 9am-5pm Mon-Fri

### MAILING ADDRESS

PO Box 70

Portsmouth, NH 03802

### FOR FREE SUBSCRIPTIONS

[www.thegatewaymag.com](http://www.thegatewaymag.com)

### CHANGE OF ADDRESS:

In ordering a change of address, give both the old and new addresses. Allow two months for change to become effective. The publisher will attempt to handle unsolicited articles with care, but magazine assumes no responsibility for them.



© 2026: *Reproduction in whole or in part without permission is strictly prohibited.*

# Metal Stampings

Double Action    Deep Drawing

Washers • Discs • Rings  
**UP TO 80" Diameter**  
**500 TON CAPACITY**

Stampings to 3/4" thick  
 Short or long runs  
 Wire EDM



Tool & Die Makers  
 Quick Turn Around  
 CAD/CAM Design

## Peter Forg Mfg. Co.

130 YEARS OLD AND GROWING

888-625-4577    Fax 617-625-0331  
 50 PARK ST. PO Box 433 SOMERVILLE, MA 02143  
[www.peterforg.com](http://www.peterforg.com)

# JCB

PRECISION

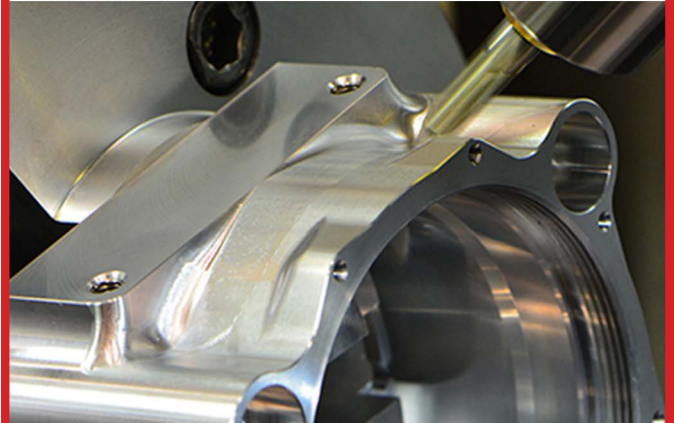
(603) 415-0110 Concord, NH

## PRECISION MULTI-AXIS MACHINING

Specializing in Mill/Turn Machining of  
 Stainless Steel and more since 2004

316L ♦ 304L ♦ Nitronic 50/60

17-4 H1150 ♦ HH1150 ♦ H900



[www.jcbprecision.com](http://www.jcbprecision.com)

# HEAT TREATING

Vacuum High Pressure Quench  
 Non - Ferrous Heat Treat

Austempering  
 Marquenching  
 Carburizing

Nitrogen Tempering  
 Solution Heat Treating  
 Water Quenching

### MATERIALS

High Speed Steels  
 Alloy Steels  
 Tool Steels  
 Stainless Steel  
 Aluminum  
 Plastics

### OTHER SERVICES

- Bright Hardening
- Cryogenics to -300°F
- Glass Bead Blast
- Grit Blast Clean
- Plastics Thermal Treatment
- Precipitation Hardening
- Anneal & Normalization
- Metallography
- Stress Relieving



**HARDLINE**  
 HEAT TREATING, INC.

Consistent On Time Delivery  
 Pickup & Delivery Available  
 Member MTI / ASM

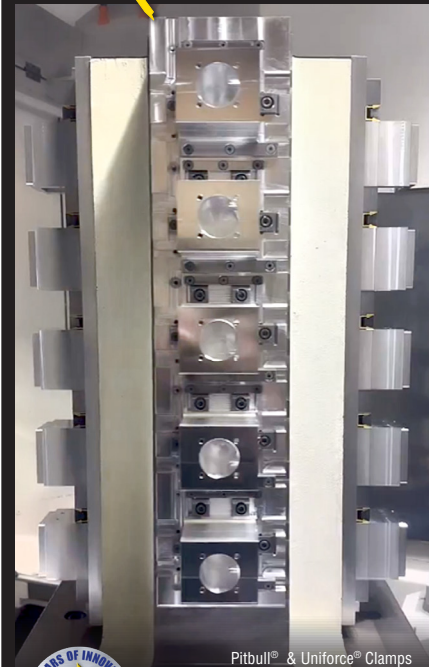


AS9100

AEROSPACE  
 & DEFENSE

134 Ashland Ave. Southbridge, MA 01550  
[www.hardlineheattreating.com](http://www.hardlineheattreating.com)  
 Tel: (508) 764-6669 Fax: (508) 764-6654

# GRIP IT & RIP IT!



Just another  
 Mitee-Bite  
 tombstone  
 setup added  
 to our fully  
 automated  
 production line!

@machmachineinc



Pitbull® & Uniforce® Clamps



Free Design Consults

MiteeBite.com 800-543-3580

**MITEE-BITE**  
 PRODUCTS LLC  
 WORKHOLDING SPECIALISTS



FOLLOW US ON SOCIAL MEDIA:



## SAFETY IN THE SMART FACTORY: HOW TECHNOLOGY IS TRANSFORMING INDUSTRIAL WORKPLACE

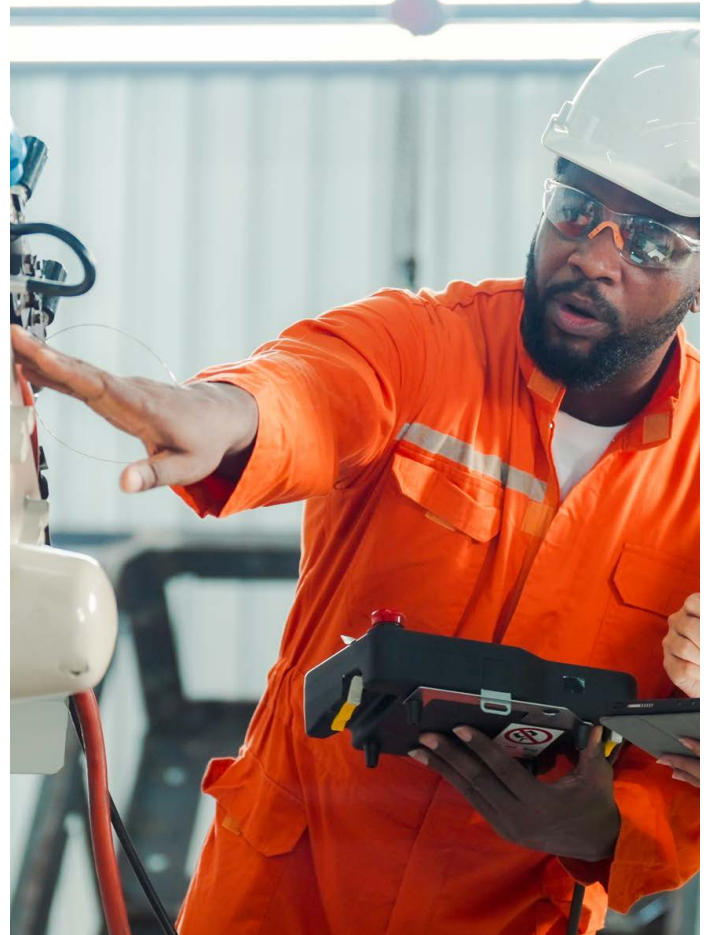
**As manufacturing facilities become increasingly automated, connected, and technology-driven, workplace safety is evolving alongside them. Across the Northeast, manufacturers are adopting smart sensors, wearable technologies, robotics, AI-powered monitoring systems, and immersive training tools to create safer and more efficient industrial environments. In “Safety in the Smart Factory: How Technology Is Transforming Industrial Workplace Protection,” we explore how modern manufacturers are shifting from reactive safety programs to proactive, data-driven strategies designed to reduce risk, prevent accidents, improve employee training, and strengthen operational resilience. From predictive maintenance and collaborative robotics to virtual reality safety simulations and industrial cybersecurity, the future of workplace safety is rapidly becoming one of the most important aspects of modern manufacturing innovation.**

As manufacturing facilities across the Northeast continue to modernize, workplace safety is evolving alongside automation, connectivity, and digital transformation. Today’s industrial environments are increasingly powered by intelligent machinery, connected systems, robotics, and real-time analytics — technologies that are not only improving productivity, but also fundamentally reshaping how manufacturers approach employee safety and operational risk management.

For manufacturers operating in industries such as aerospace, metal fabrication, plastics, food production, logistics, and advanced materials, maintaining a safe work environment has always been a critical priority. However, as production systems become more complex and labor shortages continue to challenge the industry, manufacturers are investing heavily in technologies and strategies designed to reduce accidents, improve training, and create safer, more efficient workplaces.

### The Shift Toward Proactive Safety Management

Traditionally, many manufacturing safety programs relied heavily on reactive processes — responding to incidents after they occurred and implementing





corrective actions afterward. In 2026, however, manufacturers are increasingly adopting proactive safety strategies powered by connected technologies and real-time data collection.

Modern industrial facilities now use sensors, cameras, wearable devices, and machine monitoring systems to identify potential hazards before they result in injury or equipment failure. Connected systems can detect unsafe operating conditions, excessive machine vibration, overheating equipment, or unauthorized access to restricted areas in real time.

This shift toward predictive safety management allows manufacturers to intervene early, reducing both workplace injuries and costly production interruptions. Rather than simply documenting incidents, companies are using data to prevent them from happening in the first place.

## Smart Sensors and Connected Equipment

Connected industrial equipment is playing an increasingly important role in workplace safety across manufacturing facilities. Smart sensors integrated into machinery can continuously monitor operational conditions and alert operators when equipment is functioning outside safe parameters.

For example, automated shutdown systems can stop production equipment immediately if unsafe conditions are detected. Sensors can identify abnormal temperature increases, pressure fluctuations, or mechanical stress before a machine failure creates a dangerous situation for workers.

In warehouses and logistics facilities, connected systems are helping reduce collisions between forklifts, autonomous vehicles, and employees by monitoring

traffic patterns and issuing proximity alerts in real time. Some facilities are even deploying AI-powered camera systems capable of detecting unsafe behaviors such as employees entering hazardous areas without proper protective equipment.

As connected safety technologies become more affordable and accessible, manufacturers of all sizes are beginning to integrate them into daily operations.

## Wearable Technology Improves Worker Protection

Wearable technology is also emerging as a powerful tool for improving industrial safety. Smart helmets, connected safety vests, biometric monitors, and wearable tracking devices are allowing manufacturers to monitor employee safety conditions in real time.

These systems can detect worker fatigue, monitor environmental conditions, track employee locations within large facilities, and send emergency alerts during accidents or hazardous situations. In environments involving confined spaces, hazardous materials, or extreme temperatures, wearable devices can provide critical real-time information that helps prevent injuries and improve emergency response times.

Wearables are also supporting ergonomics and injury prevention initiatives. Motion-tracking systems can help identify repetitive movements or lifting techniques that may contribute to long-term musculoskeletal injuries, allowing manufacturers to improve workflows and reduce strain on employees.

For manufacturers facing labor shortages and an aging workforce, reducing physical strain and improving worker safety has become increasingly important for employee retention and operational stability.

## Automation and Robotics Reduce High-Risk Tasks

One of the most significant safety benefits of industrial automation is the ability to remove workers from dangerous or physically demanding tasks. Collaborative robots, automated material handling systems, and



## WANTED OLD GAS FORK LIFTS



We Buy Old Forklifts for  
Parts. Gas or Electric,  
Large or Small,  
Running or Not.

We pay reasonable prices.  
Call Walt 860-508-9164  
Will Pick Up and Pay Cash

**Also Electric Forklift Batteries Wanted**

## WANTED OLD ELECTRIC FORK LIFTS

Wanted Used Electric Forklifts,  
running or not.

Also looking for LARGE  
Used Batteries good or bad.  
Must be reasonable, we pick  
up and pay cash.

Call Walt: 860-508-9164



AS9100 Certified  
ITAR Registered

- Small Parts
- Small Quantities

**Custom Molder of Thermoplastics,  
Thermosets, and Elastomers**

Arlington, VT

**Quadra-tek.com • 1-802-375-6139**

## FABRICATION & MACHINING FOR ALL INDUSTRIES

CNC Milling/Turning	Manual Milling/Turning
VMC: 40" x 120"	Vertical Milling: 40" x 250"
HMC: 78" x 118"	Horizontal Milling: 72" x 72"
Turning: 16" x 24" cc	Turning: 48" x 240" cc

**AWS Certified Welders • ISO 9000 Compliant**

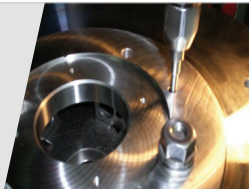


## Innovative MACHINE • INC.

40 Snow Road • Winchester, NH 03470  
Tel: **603-239-8082**

**Contact: Terry Haskins**  
[www.innovative-machine.com](http://www.innovative-machine.com)  
[tmhaskins@innovative-machine.com](mailto:tmhaskins@innovative-machine.com)

- ✓ Precision Machining
- ✓ Toolmaking
- ✓ Jig Grinding Service



## CLASSIC JIG GRINDING

[jiggrind@classicjiggrinding.com](mailto:jiggrind@classicjiggrinding.com)

860-870-4900

## National Chromium

(860) 928-7965

(860) 928-7965

Fax (860) 928-1408

10 Senexet Road • Putnam, Connecticut • 06260

Plating of Hard Chrome, Electroless Nickel,  
Mass Finishing Media, Equipment and Supplies  
Mass Finishing, Tumbling & Deburring  
Web Page: [www.nationalchromium.com](http://www.nationalchromium.com)





robotic process automation are increasingly being used to perform repetitive, hazardous, or high-risk operations.

In manufacturing environments involving welding, heavy lifting, chemical exposure, or high-temperature processes, robotics can significantly reduce employee exposure to workplace hazards. Rather than replacing workers entirely, many manufacturers are using automation to allow employees to focus on oversight, quality control, programming, and higher-value operational tasks.

Collaborative robots, or cobots, are specifically designed to work safely alongside human employees. Equipped with advanced sensors and safety controls, cobots can automatically slow down or stop when workers enter their operating space, helping create safer collaborative work environments.

As automation technology continues to improve, manufacturers are finding new ways to increase both safety and productivity simultaneously.

## Virtual Reality and Advanced Safety Training

Training remains one of the most important components of workplace safety, and manufacturers are increasingly using virtual reality (VR) and augmented reality (AR) technologies to improve employee preparedness.

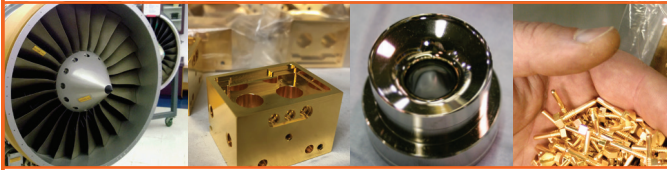
VR-based training systems allow employees to practice operating equipment, responding to emergencies, and navigating hazardous scenarios in fully simulated environments without risk to personnel or production operations. Workers can repeat procedures multiple times until they become proficient, improving both confidence and safety awareness.

AR systems are also being deployed on factory floors to provide real-time guidance during maintenance, repairs, or complex assembly tasks. Employees wearing AR-enabled devices can access visual instructions, safety warnings, and operational data directly within their field of vision.

These technologies are helping manufacturers improve training consistency, reduce onboarding time, and ensure employees are better prepared to work safely in increasingly advanced industrial environments.



# F.M. Callahan & Son, Inc.



Celebrating over 100 years as the longest running metal finishing company in the nation.

F.M. Callahan & Sons is a NADCAP Certified, ISO 9001, and ROHS compliant precision plating house. Specialist in Plating, electroplating & anodizing, and rack and barrel plating.

Callahan Plating serves all industries while being a key supplier of services to the Aerospace industry.

PLATED FINISHES

SURFACE TREATMENTS

ANODIZING



[fmcallahan.com](http://fmcallahan.com) [inquiry@fmcallahan.com](mailto:inquiry@fmcallahan.com)

(781) 324 - 5101 22 Sharon Street | Malden, MA 02148

Since 1958  **SM Engineering Co.,**  
 "At our best under fire."

Since 1956, we have prided ourselves on providing the finest quality workmanship, efficient service and competitive pricing.



PROCESSES

- Certified Heat Treating
- Bright Annealing SS
- Bright Hardening SS
- Controlled Atmosphere
- Nichrome Brazing
- Copper Brazing
- Gold Brazing
- Silver Brazing
- Hardening/Annealing
- Case Hardening
- Deep Case Carborizing
- Normalizing
- Sintering
- Stress Relieving
- Precipitation
- Hardening



**508-699-4484**

[sm-furnaces.com](http://sm-furnaces.com)

North Attleboro, MA



**DRAWN PERFECTION THROUGH  
 HYDROFORMED DEXTERITY**

# MuShield®

AS:9100D | ISO 9001:2015 Certified | ITAR Registered Company

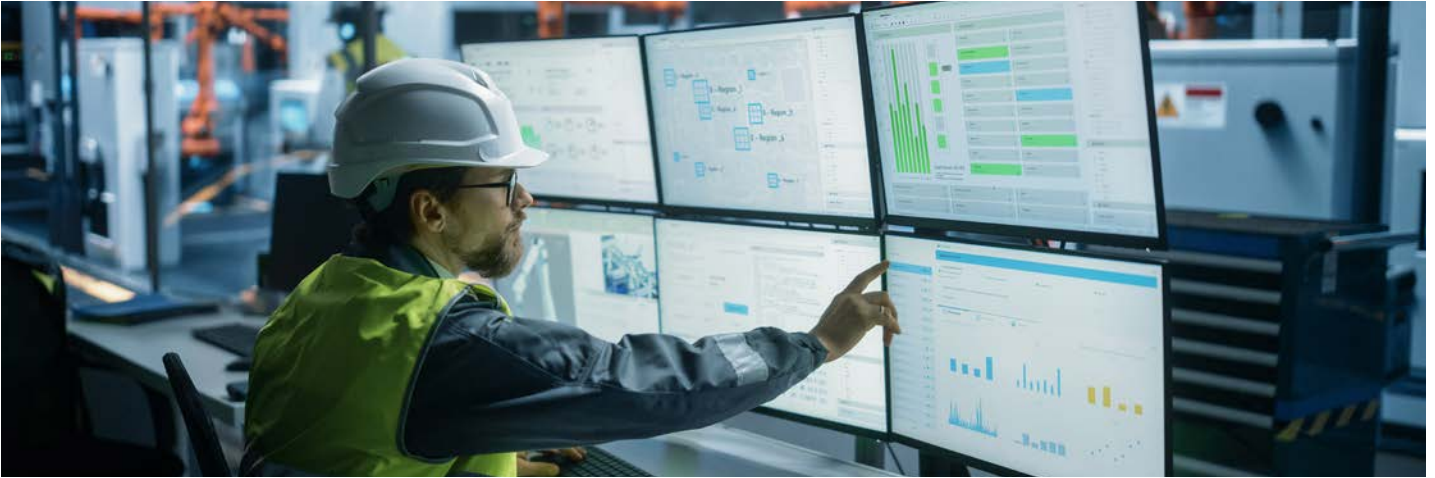
MuShield has over 60 years of experience producing hydroformed parts out of mu-metal magnetic shielding alloys, as well as other alloys such as aluminum, stainless steel and many other materials.



For Orders and Pricing:  
 Contact MuShield today for more information  
**[ 888.669.3549 ]**

The Mushield Company, 9 Ricker Avenue, Londonderry, NH 03053 | Toll Free: 888.669.3539 | [info@MuShield.com](mailto:info@MuShield.com)  
[MuShield.com](http://MuShield.com) | [MuMetal.com](http://MuMetal.com) | [HydroformingManufacturing.com](http://HydroformingManufacturing.com) | [CryoPermShielding.com](http://CryoPermShielding.com)





## Cybersecurity and Operational Safety

As manufacturing systems become more connected, cybersecurity is becoming closely tied to workplace safety. Industrial control systems, automated machinery, and connected production networks can all become vulnerable to cyberattacks that may disrupt operations or compromise safe equipment functionality.

Manufacturers are increasingly investing in industrial cybersecurity measures designed to protect both operational continuity and employee safety. Securing industrial networks, limiting unauthorized access, and monitoring connected systems for cyber threats are now considered essential components of modern safety programs.

For manufacturers operating critical infrastructure or serving defense and aerospace industries, cybersecurity and physical safety are becoming inseparable operational priorities.

## Building Safer Factories for the Future

The manufacturing industry is undergoing a major transformation, and workplace safety is evolving alongside it. Smart sensors, connected equipment, wearable technologies, automation, AI-driven analytics, and immersive training systems are helping manufacturers create safer, more efficient industrial environments across the Northeast and beyond.

The factories of the future will not simply be faster or more automated — they will also be smarter, more connected, and significantly safer for the people who power them. Manufacturers that invest strategically in modern safety technologies and proactive risk management will be better positioned to protect employees, reduce operational disruptions, and build more resilient businesses for years to come.

As industrial innovation accelerates, workplace safety is no longer just a compliance requirement. It is becoming a core driver of operational excellence, workforce retention, and long-term manufacturing success.

HAVE A STORY IDEA? LIKE WHAT YOU'RE READING?

*We would like to hear it. Contact us to give us your input or feedback.  
We're always looking for new stories to discuss.*

**chris@thegatewaymag.com or Call: (877) 463-4020**



# VACUUM AND ATMOSPHERE HEAT TREATING + BLACK OXIDING

## PROCESSES

- ◆ Hardening
- ◆ Tempering
- ◆ Annealing
- ◆ Carburizing
- ◆ Carbo-nitriding
- ◆ Normalizing
- ◆ Stress Relieving
- ◆ Precipitation HT
- Commercial Black Oxide
- ISO 9001 and AS 9100



**Federal  
Firearms  
License**

## MATERIALS

- ◆ Tool Steels
- ◆ Stainless Steels
- ◆ High Speed Steels
- ◆ Alloy Steels
- ◆ Carbon Steels
- ◆ Super Alloys
- ◆ Non-Ferrous
- ◆ PH Steels

Tel: 860-523-9090  
Fax: 860-236-8052

565 Cedar Street  
Newington, CT 06111

Andy@sousacorp.com  
www.sousacorp.com



7 & 9 Electronics Ave Danvers, MA 01923

## PROCESS

- ▶ Anodizing, Black, Clear, Red, Blue, Gold, Green
- ▶ Anodize, Hard
- ▶ Black Ebonal
- ▶ Black Oxide
- ▶ Black Passivate
- ▶ Brass
- ▶ Bright & Matte Tin
- ▶ Bright Dip
- ▶ Bright Nickel
- ▶ Cadmium
- ▶ Caustic Etching
- ▶ Chemical Film
- ▶ Copper
- ▶ Electroless Nickel
- ▶ Electropolish
- ▶ Gold
- ▶ Passivate
- ▶ Phosphate
- ▶ Pickling
- ▶ Rhodium
- ▶ Silver
- ▶ Zinc



## SERVICES

- Clean Room Finishing
- Sandblasting
- Baking—High Temperature
- Salt Spray Corrosion Testing
- X-ray Florescence Thickness
- Vapor Blasting
- Buffing
- ROHS COMPLIANT CHEMICAL FILM
- ROHS COMPLIANT ZINC
- Environmentally Responsible
- High Tech Waste Management
- Quick Turnaround
- Sample Pieces

ISO 9001:2008, 8251QM8001, 11 May 2013

Tel: 978-223-4292 Fax: 978-223-4297  
Web: www.tdfmetalfinishing.com Email: tdinfo@tdmetalfinishing.com

- Tungsten Carbide
- EDM Wire
- Inconel
- Titanium
- Ferrous
- Nonferrous

*Specializing in Recycling Industrial Scrap*

# HARDING METALS, INC

Creating recycling solutions for any type of business

- Utilizing our easy to deal with staff
- With our clean and uniform equipment



Handling all types of metals, in any form

—From mild steel to high-temp aerospace alloys

—Chips, punchings, turnings, borings, skeletons, inserts, bits. You produce it; we handle it.

**Call or email us about Recycling and Reconditioning your Cutting Fluids**

1-800-370-JUNK (5865)

42 Harding Dr. Northwood, NH 03261

info@hardingmetals.com

www.hardingmetals.com

*Big enough to get things done, small enough to do them efficiently.*



# MuShield®

AS:9100D | ISO 9001:2015 Certified | ITAR Registered Company

MuShield has a longstanding history of in-house heat treating using our hydrogen furnace and state of the art vacuum furnace. We apply specialized heat treating cycles to every project on our production floor.



For Orders and Pricing:  
Contact MuShield today for more information  
[ 888.669.3549 ]

The Mushield Company, 9 Ricker Avenue, Londonderry, NH 03053 | Toll Free: 888.669.3539 | info@MuShield.com  
MuShield.com | MuMetal.com | HydroformingManufacturing.com | CryoPermShielding.com



## SHARPLES

CREATIVE. INTRICATE. EXCEPTIONAL.

# WATERJET CUTTING

Abrasive and non-abrasive waterjet cutting provides:

- Large Bed Capacity
- No Added Heat
- Cutting of Virtually Any Material
- Superior Nesting
- Available in Tumble and Bead Blast Finishing
- High Position Accuracy
- Small or Large Runs

CALL 508-695-5656 OR VISIT SHARPLESCUT.COM

## Teflon™ coatings

Improve part performance with unique properties of Teflon™ coatings!

Coatings can be applied to:

- metals
- elastomers
- ceramics
- composites
- rubber
- glass

As a licensed industrial applicator, Donwell...

- provides custom coating services to your specifications.
- coats both small and large parts to close tolerances in quantities from 1 to 1,000,000.
- has over 50 years of high-performance coating application expertise.

**DONWELL COMPANY**  
1-800-864-2702  
www.donwell.com  
For FREE Coating Sample

Use of the Teflon™ mark requires a direct Trademark license. Customers and distributors of Donwell can only resell LICENSEE's product as licensed with the Teflon™ mark.



FOLLOW US ON SOCIAL MEDIA:



# Wire & Sinker EDM Services



- ☼ 5 Axis Wire EDM
- ☼ Orbiting Sinker EDM

Tel: 207-743-7273

Fax: 207-743-7269

**NORTHEAST TOOL & DIE CO., Inc.**

PO Box 28

16 Aldrich Ave.

Norway, ME 04268

[www.northeasttool.com](http://www.northeasttool.com)



- ☼ Metal Stampings
- ☼ Precision Machining
- ☼ Prototypes
- ☼ Fixture Tooling
- ☼ Compound Dies
- ☼ Progressive Dies
- ☼ Secondary Dies
- ☼ Injection Molds

Quality Tooling Solutions since 1992



## EXPERIENCE THE UGM DIFFERENCE

*SINCE 1954, UNITED GEAR & MACHINE HAS BEEN USING INDUSTRY LEADING MACHINERY AND TOOLING TO MANUFACTURE PRECISION SPLINES AND GEARS FOR THE SPACE, DEFENSE AND AEROSPACE INDUSTRIES.*

- ☼ OVER 40 GEAR SHAPING AND HOBBING MACHINES
- ☼ WE OFFER CNC GEAR GRINDING
- ☼ WE CUT SPUR GEARS, INTERNAL & EXTERNAL SPLINES, WORMS, WORM GEARS, CROWNS, HELICAL GEARS, RACKS, TIMING BELTS AND BLIND KEYWAYS
- ☼ ON SITE BROACHING FACILITY FOR INTERNAL SPLINES, SERRATIONS AND KEYWAYS
- ☼ INDUSTRY LEADING INSPECTION EQUIPMENT WITH 2 GMM GEAR ANALYZERS
- ☼ IN HOUSE TOOL ROOM TO PRODUCE FIXTURES AND SUPPORT FOR GEAR SHOP
- ☼ LARGE ENOUGH TO MEET TECHNICAL DEMANDS, SMALL ENOUGH TO ADAPT TO IMMEDIATE NEEDS



1087 EAST STREET SOUTH, SUFFIELD, CT 06078 | [WWW.UNITEDGEARCT.COM](http://WWW.UNITEDGEARCT.COM) | 860.623.6618 | [SALES@UNITEDGEARCT.COM](mailto:SALES@UNITEDGEARCT.COM)



**PAUWAY CORP.**

**THINK OF THE FINISH BEFORE YOU START!**



Aerospace & Defense Painting • C.A.R.C. Coating Specialists  
 Dry Film Lube & Teflon Coatings • Industrial Painting  
 EMI/RFI Shielding • Powder Coating • Silk Screening  
 Pad Printing • Laser Marking & Engraving • Contract Manufacturing  
 Assembly • Custom Packaging • Stripping & Sandblasting

866-247-4082  
 63 North Cherry Street  
 Wallingford, CT 06492

AS9100 & ISO 9001 Certified  
[www.pauwaycorp.com](http://www.pauwaycorp.com)

Federal Firearms Lic  
 # 6-06-009-07-7G-03042

**CT LASER & ENGRAVING**

**YOUR ONE STOP SHOP  
 FOR ALL YOUR PART MARKING NEEDS**

203-265-9366 | [sales@ctlaserengraving.com](mailto:sales@ctlaserengraving.com)  
[www.ctlaserengraving.com](http://www.ctlaserengraving.com)

*“Only idiots refuse to change their minds.” - Brigitte Bardot*

# VACUUM AND ATMOSPHERE HEAT TREATING + BLACK OXIDING

## PROCESSES

- ◆ Hardening
- ◆ Tempering
- ◆ Annealing
- ◆ Carburizing
- ◆ Carbo-nitriding
- ◆ Normalizing
- ◆ Stress Relieving
- ◆ Precipitation HT
- Commercial Black Oxide
- ISO 9001 and AS 9100



Federal  
Firearms  
License

## MATERIALS

- ◆ Tool Steels
- ◆ Stainless Steels
- ◆ High Speed Steels
- ◆ Alloy Steels
- ◆ Carbon Steels
- ◆ Super Alloys
- ◆ Non-Ferrous
- ◆ PH Steels



Tel: 860-523-9090  
Fax: 860-236-8052  
565 Cedar Street  
Newington, CT 06111  
Andy@sousacorp.com  
www.sousacorp.com

# RIGGING AND HEAVY HAULING

- ◆ 70 Years Experience
- ◆ Forklift Capacity to 60,000 lbs
- ◆ Machinery Moving
- ◆ Mill-Wright Services
- ◆ Domestic & Export Crating
- ◆ Inside Storage / Warehousing



Tel. (603) - 623-1533  
**RIGGERS**  
lpcote.com

# ABLE Air

## Air Compressor Sales and Service

- We service ALL Brands of compressed air equipment
- Compressors, vacuum pumps, air dryers, blowers...etc.
- 24-hour emergency service
- Air piping design and installation
- Flow and KW metering

- Reliable
- Energy Efficient
- Fixed speed from 3 hp to 605 hp
- Direct coupled one-to-one drive compressors
- Variable speed drive compressors from 10 hp to 350 hp
- German engineering at its finest!
- Rotary screw compressors for every budget!



Serving  
Vermont,  
New Hampshire  
and Maine

www.ableairne.com



**KAESER**  
COMPRESSORS  
Built for a lifetime.

**New England's Original Dealer and Still the Best Place to Buy Your New Kaeser**

**For prompt, professional service, call: 1-800-462-0228**

Serving New England For Over 50 Years



FOLLOW US ON SOCIAL MEDIA:





## MODERN MANUFACTURING REQUIRES MODERN MARKETING: HOW INDUSTRIAL COMPANIES ARE WINNING IN A DIGITAL-FIRST ECONOMY

For decades, many manufacturing companies relied heavily on referrals, long-standing customer relationships, trade shows, and regional reputation to drive new business. While those fundamentals still matter, the industrial buying process has changed dramatically in recent years. Today's purchasing managers, engineers, procurement teams, and OEM decision-makers increasingly begin their supplier search online — often long before making direct contact with a sales representative.

As manufacturing continues to modernize through automation, AI, connected systems, and advanced production technologies, industrial marketing is evolving just as rapidly. For machine shops, fabrication companies, OEM suppliers, plastics manufacturers, and industrial service providers throughout the Northeast, maintaining a strong digital presence is becoming essential for long-term growth and competitiveness.

The reality is simple: even the most capable manufacturing companies can struggle to grow if potential customers cannot easily find, understand, or trust their capabilities online.

### The Industrial Buying Process Has Changed

The way manufacturers evaluate suppliers today looks very different than it did even a decade ago. Buyers increasingly conduct extensive research online before requesting quotes or initiating conversations. They compare capabilities, certifications, lead times, industries served, equipment lists, quality standards, and case studies — all through digital channels.

In many cases, a manufacturer's website now serves as the first impression for potential customers.

**Modern industrial buyers want quick access to information. They expect to see:**

- detailed capabilities
- industry expertise
- certifications and compliance standards
- equipment and technology
- examples of completed work
- response times and contact accessibility

For manufacturers competing in crowded markets, a strong digital presence helps establish credibility before the first conversation even begins.

## Websites Are Becoming Operational Sales Tools

Today's manufacturing websites are no longer simple online brochures. Increasingly, they function as active business development and lead generation platforms.

Industrial companies are investing in websites that clearly communicate technical expertise while also making it easier for prospective customers to engage with the business. Modern manufacturing websites often include RFQ forms, technical resource libraries, CAD file access, production videos, interactive capabilities pages, and detailed process explanations.

For machine shops and industrial manufacturers, visual communication has also become increasingly important. High-quality photography, drone footage, production videos, and facility tours help customers better understand the scale, precision, and sophistication of manufacturing operations.

As buyers place greater emphasis on supplier transparency and responsiveness, websites are becoming a direct extension of the sales process itself.

## Search Visibility Matters More Than Ever

Search engine visibility has become one of the most important components of industrial marketing. Manufacturers that appear prominently in online search results gain a significant competitive advantage when buyers search for suppliers, capabilities, or specialized manufacturing services.

Companies are increasingly investing in search engine optimization (SEO) strategies focused specifically on industrial and manufacturing-related search terms. Whether customers are searching for CNC machining, precision fabrication, injection molding, automation integration, or aerospace manufacturing services, strong search visibility helps manufacturers capture opportunities earlier in the buying cycle.

Localized search visibility is also becoming critical. Manufacturers throughout the Northeast are finding value in positioning themselves regionally for searches tied to New England, the Mid-Atlantic, and specific industrial corridors.

Unlike many forms of advertising, SEO-driven visibility continues generating long-term value over time by helping qualified buyers consistently discover a company's capabilities online.



## Content Marketing Builds Credibility

Industrial buyers increasingly seek suppliers that demonstrate expertise, reliability, and technical understanding before initiating contact. As a result, content marketing has become an effective strategy for manufacturers looking to build credibility within specialized industries.

Manufacturers are using blogs, case studies, whitepapers, videos, and technical articles to educate customers while showcasing their capabilities. Topics such as automation, production efficiency, quality control, materials engineering, supply chain resilience, and sustainability initiatives help position companies as knowledgeable industry partners rather than simply commodity suppliers.

Case studies are particularly valuable in manufacturing marketing because they demonstrate real-world problem solving. Showing how a company improved

lead times, solved a production challenge, or delivered precision components for a demanding application helps build trust with prospective customers facing similar challenges.

For smaller manufacturers and machine shops, educational content also helps level the playing field against larger competitors by highlighting specialized expertise and responsiveness.

## Digital Advertising Targets Specialized Buyers

While traditional trade publications and industry events remain valuable, digital advertising is allowing manufacturers to target highly specific audiences with greater precision than ever before.

Platforms such as Google Ads and LinkedIn enable industrial companies to reach engineers, procurement



# MANUFACTURING BOLD MARKETING SUCCESS

## 15+ Years of Results Driven Sales Leads and Acquisitions

- > Company Branding
- > Marketing & Consulting
- > Developing The Big Picture
- > Company Vision Assessment
- > Graphic Design Services
- > Website Development
- > Press And Article Writing
- > Search Engine Optimization

603.436.2065



BOLDWERKS.COM



BOLDWERKS

871 Islington Street | Suite L5 | Portsmouth, NH 03801

MANUFACTURING | HEALTHCARE | RETAIL

teams, plant managers, and OEM decision-makers based on industries, job functions, search behavior, and geographic markets.

This targeted approach allows manufacturers to focus marketing budgets on highly qualified audiences rather than broad, generalized advertising campaigns. Digital campaigns can also be adjusted quickly based on market conditions, production capacity, or strategic priorities.

For manufacturers looking to diversify their customer base or expand into new industries, digital advertising has become an increasingly effective tool for generating qualified leads.

## Branding Matters in Industrial Manufacturing

Historically, many manufacturers viewed branding as something primarily associated with consumer-facing businesses. However, industrial branding has become increasingly important in today's competitive manufacturing environment.

A strong industrial brand communicates professionalism, consistency, reliability, and technical expertise. From websites and marketing materials to trade show displays and sales presentations, cohesive branding helps reinforce customer confidence and differentiate companies within crowded markets.

As consolidation continues across many manufacturing sectors, branding also helps smaller and mid-sized companies establish credibility when competing for larger contracts and partnerships.

Modern industrial branding is not about flashy marketing — it is about clearly communicating value, capabilities, and trustworthiness.

## Building the Future of Industrial Growth

The manufacturing sector is evolving rapidly, and the companies that succeed in the years ahead will be those that modernize not only their operations, but also how they communicate with customers and position themselves within the marketplace.

Strong digital marketing, modern websites, search visibility, technical content, targeted advertising, and cohesive branding are becoming essential growth tools for machine shops and manufacturers throughout the Northeast. As industrial buyers continue shifting toward digital-first research and procurement processes, manufacturers that invest strategically in marketing will be better positioned to attract new business, strengthen customer relationships, and compete effectively in an increasingly connected industrial economy.

HAVE A STORY IDEA? LIKE WHAT YOU'RE READING?

*We would like to hear it. Contact us to give us your input or feedback.  
We're always looking for new stories to discuss.*

**chris@thegatewaymag.com or Call: (877) 463-4020**





**BAY STATE MACHINE**  
GRINDING & HONING

est. 1989

## GRINDING & HONING SPECIALIST

- ID-20" Swing
- OD-84" Long
- Surface Grinding 24"x60"
- CNC Cylindrical

**ID & OD GRINDING**  
**HONING**  
**SURFACE GRINDING**  
**CNC CYLINDRICAL**

Top Quality • Any Quantity • Pickup & Delivery • Same Day Quotes


Plainfield, CT tel: 860-230-0054 baystatemachine@hotmail.com

**Fast Hole, Wire and Sinker EDM**  
**Precision Tools, Dies, Jigs and Fixtures**


## Border Tool and Die,

DBA Bengtson Tool and Die

240 Gale Street Canaan, VT 05903  
T: 802-266-9666 F: 802-266-9667  
richard.btd@gmail.com



**Spur & Worm Gears**  
**Internal / External Splines**  
**Broaching, Hobbing, Shaping**



**MERRIMACK MANUFACTURING**

Contract and prototype manufacturing of precision screw machined parts for volume production

217 Harrison Rd. Bridgton, ME 04009  
www.merrimackmfg.com  
207-647-3566  
info@merrimackmfg.com



**JoVal Machine Company, Inc.**  
515 Main Street • Yalesville, CT 06492  
Tel (203) 284-0082 • jovalmachine.com

## Be Seen As A Thought Leader + Grow Your Brand.

Need Help? Call: (877) 463-4020

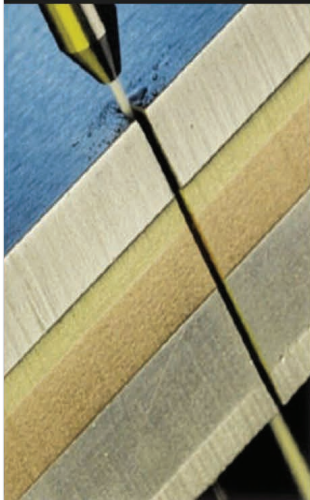


Reach your target audience with sponsored industry content

 WWW.THEGATEWAYMAG.COM   

*"What I like best about music is when time goes away." - Bob Weir*

# HIGH PERFORMANCE ALLOY SPECIALIST



**NICKEL  
COBALT  
STAINLESS STEEL  
ALUMINUM ALLOY  
ALUMINUM EXTRUSIONS**

**WATERJET CUTTING  
EDM CUTTING  
MILLING & TURNING  
SAWING  
SHEARING**



- Near Net Shape Cutting
- Laser Quality Inspection
- Finish Machining

11 Britton Drive Bloomfield, CT 06002  
Tel: 860-882-0019 or 800-214-0475  
Fax: 860-882-0967  
sales@aalloys.com www.aalloys.com



**ISO 9001:2000  
AS 9100B Certified  
P&W LCS APPROVED**



**We Armor Your Assets**

For Orders and Pricing:  
Contact MuShield for more information

**[ 888.669.3549 ]**

**MuShield®**



**Our Core Services**

- Magnetic Shielding
- mumetal
- Hydroforming
- Hydrogen Heat Treating

**Quality Capabilities**

- ISO 9001 : 2015 Certified
- AS9100D Certified
- ITAR Registered
- Magnetic Shield Testing



MuShield.com | mumetal.com | HydroformingManufacturing.com | CryoPermShielding.com



**Bodycote**

- Specialists in the thermal processing of components used in aerospace & defense industries
- Maintains major accreditations (ISO 9001:2000, AS 9100, Nadcap) and approvals from prime aerospace manufacturers and their supply chains



Call 860.225.7691 or visit [www.bodycote.com](http://www.bodycote.com) for more information

BERLIN Connecticut    SOUTH WINDSOR Connecticut    IPSWICH Massachusetts    WORCESTER Massachusetts    LACONIA New Hampshire    CINCINNATI Ohio

**Processes**

- Carburizing
- Electron beam welding
- Ferritic nitro carburizing
- Honeycomb brazing
- Induction treating
- Lindure®
- Nitriding
- Pit nitriding
- Vacuum heat treating & brazing

**Materials**

- Aluminum
- High temp alloys
- Tool steels



FOLLOW US ON SOCIAL MEDIA:



# Gateway TO Manufacturing



FOLLOW US ON SOCIAL MEDIA:



**Looking to have a feature done on your company?**

We would like to hear it. Visit our website and submit to us directly today.

[www.thegatewaymag.com](http://www.thegatewaymag.com)

*Need Help? Call: (877) 463-4020*

Issue No. 316

FREE SUBSCRIPTION