

NEWS RELEASE

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CONTACT: Karen Seman

Title: Marketing Director

Organization: Michigan Manufacturing Technology Center

Tele: (888) 414 - 6682

Title: **MMTC announces success with pilot program, will continue monthly *e-manufactLINE* electronic newsletter**

Plymouth, MI (January 6, 2010). After completing a three-month pilot in 2009, the Michigan Manufacturing Technology Center (MMTC), the Michigan affiliate of the Manufacturing Extension Partnership of the National Institute of Standards and Technology, will continue to publish a monthly electronic newsletter.

The newsletter, entitled *e-manufactLINE*, will feature up to six articles focused on operational improvement opportunities and will be distributed to small and medium-sized Michigan manufacturers throughout 2010 on a mid-monthly basis. MMTC has published, bi-annually since the 1980's, a hard print version of *manufactLINE*. "We will continue to produce *manufactLINE*, but reduce the quantity actually printed on paper by nearly 50%," states Karen Seman, Marketing Director. "The October - December 2009 pilot showed great interest and a high open rate for the e-mail format. Our intent is to have the two pieces complement each other, and deliberately have some duplication."

"In addition to the articles, the electronic formatting offers a portal for communication with recipients through a live *Ask an Expert* link and other resources which cannot be offer through traditional print," continues Seman. "Recipients have actively used the embedded interactive links and reported high satisfaction with the responses from our organization."

Individuals who wish to receive *e-manufactLINE* may do so by submitting their business contact information at inquiry@mmtc.org.

About MMTC

Michigan Manufacturing Technology Center (MMTC) provides Michigan's small to medium sized manufacturers with operational assessment, technical assistance, training and mentoring services, and market diversification counsel. MMTC is the Michigan affiliate of Manufacturing Extension Partnership through the National Institute of Standards and Technology. Clients of the MMTC reported during the most recent full year survey sales gains of \$114.4 million, with retention of \$315.4 million in sales, investments of \$66.6 million, cost savings of \$48.5 million and 2,049 jobs created or retained as a direct result of their work with MMTC. Headquartered in Plymouth, the MMTC has five affiliate offices around the state (Grand Rapids, Flint, Saginaw, Traverse City and Marquette) to serve Michigan manufacturers. www.mmtc.org