

# Success Story: RT Welding & Fabrication

## Market Research Services and Business Development

### COMPANY PROFILE

RT Welding and Fabrication, located in Harlan, KY provides welding, fabrication and repair services for the coal industry in Eastern Kentucky. RT Welding has a strong reputation for responsiveness, service and innovation.



### SITUATION

The decline in coal mining has had a detrimental impact on RT Welding as customers have closed their doors or scaled back operations, drastically reducing the amount of work available. In response to these changing market conditions, RT Welding decided to pivot into small scale manufacturing of niche products.

### KY-MEP's SOLUTION

KY-MEP provided support in a number of ways, including market research, product design feedback, lead generation, pricing strategies, branding and intellectual property protection advice. Two new products have been designed, developed, tested, branded and launched within 120 days of collaboration. One product is being sold directly to consumers via Amazon while the other is available to businesses via direct sales.

*"The market research data provided by KY-MEP gave unique insight into the market. This enabled RT Welding to make informed choices regarding specific product attributes." – Tim Rice, Owner*

## RESULTS

120

Days from product concept to launch.

8

Jobs retained.

421

New customer leads generated.

Kentucky MEP provides high-value solutions, helping businesses maximize their success by increasing profits, reducing costs, and helping leaders lead people to manage processes.

**Industry Leaders, Leading Industry**

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**KY-MEP can have success with your team, too. Call us today!**