# Client Overview: CEP Technologies

## Introduction

The purpose of this document is to brief any Thomas employees who may cross paths with your account and give them a concise, high-level understanding of your business. Please provide the below information with this context in mind.

## Part 1: Company Information

| Company Goals and Objectives | |
| --- | --- |
| What is your elevator pitch for your organization? | CEP is a progressive metal stamping company that specializes in miniature to small stampings, having both a standard product line of ignition terminals as well as custom stampings. |
| Has anything changed regarding industries you serve? Are there new industries you are looking to grow into? | Traditionally, CEP has its largest customer base in the automotive industry. However, we are looking to expand our reach in other industries that we serve such as - **medical, electrical, lighting, power protection, emi/rfi shielding and telecomm.** |
| What products/services have the highest margins for your company? | Automotive, both on the ignition terminal side and the custom stampings side, makes up over 70% of our margins. For the automotive industry, about half the business is comprised of the standard product line of ignition terminals and half is custom stampings. The custom stampings are mostly to OEM manufacturers while the terminal line ends up mostly in aftermarket applications. |
| What products/services do you want to focus on promoting this year? | We want to focus on promoting our custom stamping offerings to new customers this year. |
| Are there areas you specialize in that may be different than your competitors? | CEP has 3 plants - NY, TX and China, all of which work in tandem with one another. China particularly builds all of our custom tooling and components, so CEP, start to finish, blueprint to tool builds to PPAP to final part, has control over the engineering and design of any new or existing project. We offer solutions for prototyping, custom packaging, tape and reel packaging, and lifelong guarantees on tooling. We offer options (and this is for larger business) supplier managed inventory (SMI) and consignment programs). |
| Are there any areas your business needs to focus on right away? Areas on your website that are outdated from your business? | I do think we want to continue to optimize the website and strengthen backlinking. Something to note is that we are small, but have capabilities to supply large customers and compete with large players in the industry. |
| Who are your top two competitors? | 1. Etco 2. Stewart EFI |

| Customer Overview | |
| --- | --- |
| Who is your typical customer (OEMs, distributors, end-users, etc.)? Is there a specific target persona we should focus on? | Our two largest customers are Standard Motor Products and Vitesco/Continental. We supply both companies multiple times a week, worldwide.  Re: targeting personas, we typically deal with procurement managers, supply chain managers, project managers, engineers, project engineers, etc. |
| What is the current problem they are facing? | Our customers look for suppliers that are reliable, have solid KPIs, applicable quality certifications, and can source materials that they need when they need them. What I do notice is that sometimes custom projects can die out without much notice. The customer is faced with then buying out any existing product, raw material, etc, to alleviate the burden on the supplier.  Customers are also constantly looking to reduce costs. This can be a tricky thing to do considering inflation and general higher costs for materials. |
| How do you help them solve this problem? | CEP has good relationships with our suppliers and work with them closely to make sure all standards are adhered to. We have always been quality driven.  Re: projects dying out without notice, we do try to manage a lean inventory.  Re: pricing, for our larger customers, we offer annual pricing adjustments and quotes based on higher volume ordering and blanket purchase orders. We work closely with the buyers to analyze estimated annual usage (EAU) and figure out a purchasing schedule that works for both them and us. |
| Why should your potential customers do business with you? What makes you different from your competitors? (Is there any specific equipment or machinery that customers should know you use?) | We are a small, family run company but with big capabilities both in manufacturing output and multiple plants. Because we are a third generation company, we care about our company’s legacy and the product we put out into various industries. |
| How do your customers make decisions on purchasing? Why are customers coming to you or deciding to stay with you? | Customers need to insure proper certifications and audits before selecting us as their supplier. They also want to secure the most competitive pricing. Even with existing customers, we are subject to annual audits with one of their teams, maintaining IATF 16949 (or aiming for whatever appropriate certification needed), and finally winning bids for new projects. |
| What type of questions do you get from your customer? | We are usually required to sign NDAs, PIAs, etc before discussing a new project, which we comply with. We are asked about certifications, financial viability of the company, insurance, types of metals we work with, sizes of parts we make and can make, advice on prints and how to translate that into tooling, advice on what metal to use, post processing. |

| Company Specifics | |
| --- | --- |
| Please provide a link to the homepage of your website. | [CEP Technologies Corporation](https://ceptech.net/) |
| What is the full name of your company?  (Ex. Thomas, A Xometry Company) | CEP Technologies Corporation |
| Are there any acceptable shortenings or abbreviations of your company name?  (Ex. Thomas) | CEP  CEP Technoloiges  CEP Tech |
| Does your company have a motto or tagline? | The Next Generation in Metal Stamping |
| Does CEP Technologies have any new certifications? (Please list, or provide a link to your certifications web page.) | Listed here  [Quality | CEP Technologies Corporation](https://ceptech.net/quality/) |

## Part 2: Writer Brief

The purpose of this section is to better understand your preferred style and tone of your website content. This information will be passed to any writers who will be creating content for your website.

| Brand, Voice, and Tone | |
| --- | --- |
| If applicable, how do you feel about the content that’s currently on your site? |  |
| What are some brands or websites that have content you really like? Why? |  |
| What are some brands or websites that have content you *don’t* like? Why not? |  |
| How do you want people to feel when they interact with your brand or website? |  |
| How do you *not* want people to feel when they interact with your brand or website? |  |
| What are some common terms or phrases that will be used regularly throughout your content that our team should be familiar with? Provide descriptions if necessary. |  |
| Are there any terms or phrases for which you prefer a particular spelling, capitalization, or hyphenation? (Ex. fibre/fiber, Mil-Spec/MIL-SPEC, hot-dipped galvanized/hot dipped galvanized) |  |
| Are there any common terms or phrases we should *avoid* using in your content? |  |
| Is there any standard information that you would like for us to include in each piece of content? (Ex. The company motto, a certain product name, a particular certification, etc.) |  |

| Writing Style | |
| --- | --- |
| Do you have any style preferences? (i.e., Oxford comma, capitalization of headers, using & vs. And) |  |
| Does your company have its own internal style guide or set of brand standards? If so, please provide a copy or a link. |  |
| Is there anything else that would be valuable for our team to know when writing content? |  |

## Internal Notes

* Are there any additional sources you would like for us to utilize?