
What Advertisers say about BIC Magazine

Alliance Safety Council

Joelle McGehee, Vice President of Business Development



“BIC is a great option for companies looking to get in front of a variety of industries,” said Joelle McGehee, vice president of business development, Alliance Safety Council. “At Alliance Safety Council, we have several different programs and products, and BIC allows us to tap into a diverse readership. BIC also offers us an opportunity to reach the right people and tell our story, which spans over six decades.”

“Our partnership with BIC has helped us in many ways over the years. They’re always extremely responsive. If we’re looking to connect with a particular person or division of a company, they really come through for us. They’re great at helping us make those connections.”

Published in BIC Magazine, March 2019, pg. 114

Mustang Sampling

Deborah Sill, Director of Marketing and Communications



“BIC is very beneficial if you are trying to get your brand in front of the right people throughout the Gulf Coast. Someone at Mustang walked into a client’s office, and BIC Magazine was open on the table,” said Deborah Sill, director of marketing and communications, Mustang Sampling. “That’s proof BIC is being read by our customers. We have received a lot of positive feedback from our marketing pieces in BIC, especially on the recent executive profile about Mustang Sampling Owner and CEO Kenneth Thompson (Nov. 2018, pg. 23.)

“We believe that increasing our written pieces in BIC will help increase the knowledge base regarding gas sampling and the importance behind how and why it is done.”

Published in BIC Magazine, March 2019, pg. 114

Lifting Gear Hire (LGH)

Tony Fiscelli, President



“LGH chooses to advertise with BIC Magazine because we know this publication gets in front of our customers,” said LGH President Tony Fiscelli. “BIC Magazine is highly visible at the major tradeshow, and we have run several ads, editorials and inserts over the years. BIC employees are always very helpful and work well with our marketing team. LGH has undergone significant growth in a short period of time, and we’re excited to have BIC with us going forward. We want to thank BIC for everything they’ve done for us and look forward to continuing the partnership.”

Published in BIC Magazine, February 2019, pg. 98

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inoLECT

Mindi Talley, Marketing Director



“As a marketing director, I try to keep up with what our customers are reading, what events they’re attending and what associations they’re affiliated with,” said inoLECT Marketing Director Mindi Talley. “BIC is always a great place to find all that. Investing in a campaign was an easy decision once we realized how large the readership is and what percentage is our target customer.”

“Our articles and ad campaigns have not just expanded our brand presence but have also helped to tell our company’s story. In doing this, we’ve established a sense of pride in our team, and it shows! We’ve utilized many services, such as BIC

Recruiting, to meet other needs in the company as well.”

Published in BIC Magazine, September 2018, pg. 120

Axis Mechanical Group

Janice Gilbert, Vice President of Corporate Account Development



“Axis Mechanical Group’s return on investment (ROI) in BIC Magazine has been proven hands down in black and white results,” said Janice Gilbert, vice president of corporate account development of Axis Mechanical Group. “As a result of our ad in BIC, we received a phone call from a corporate-level rep inquiring about our services and a visit. We’re currently establishing a relationship to do business with several sites nationwide. Thank you, BIC Magazine!”

“We also have had proven productive responses from BIC’s quarterly lead generation service, initiating new relationships for future business. Axis would highly recommend investing in BIC Magazine’s marketing tools. We have an open

door to anyone who would like to call or come by for a personal testimonial or reference to BIC Magazine’s ROI!”

Published in BIC Magazine, October 2018, pg. 122

Veolia North America

Harrison Lee, Vice President of Marketing



“Veolia began working with BIC several years ago,” said Harrison Lee, vice president for Veolia North America. “BIC is the leading trade magazine among the primary industries we serve: oil and gas, chemical processing and power. And because of the nature of the work we do to support these industries, much of what we do flies under the radar.”

“Our front cover article offered us an unmatched opportunity to share our story, reach the key decision makers for our services and demonstrate the value Veolia can bring to their operations.”

BIC plays a significant role in Veolia’s advertising and media relations program, according to Lee.

“The publication puts us in front of our key decision makers and has been a proven marketing channel for us,” he said. “Veolia and BIC work together on advertising and editorial opportunities that allow Veolia to demonstrate the many innovative ways we are supporting the responsible management of water, waste and energy resources for heavy industry.”

Published in BIC Magazine, November 2018, pg. 106

What Advertisers say about BIC Magazine

CLIMAX

Dave Baker, *Corporate Vice President of Sales and Marketing*



Dave Baker, corporate vice president of sales and marketing for CLIMAX, said BIC has been a great resource for his companies.

"The response has been great," Baker stated. "It's terrific when we host customers at our facilities. They pick up BIC Magazine and see our brands represented. BIC reaches all the markets that utilize our products and services, and this makes BIC a great fit for us. The great folks at BIC have helped us get much closer to some of our targeted markets."

"I get inquiries from several trade magazines, but none have been as responsive and cooperative like BIC. Not only have we seen BIC at trade shows, but our BIC reps have also introduced us to new trade shows and opportunities we wouldn't have known otherwise, and we are actively pursuing those opportunities."

Published in BIC Magazine, November 2018, pg. 106

Louisiana Chemical Dismantling Co. (LCDC)

Vincent Eid, *Market Developer*



Louisiana Chemical Dismantling Co. (LCDC) is one BIC Alliance marketing partner that has realized the benefits of utilizing BIC Magazine's widespread presence and reach for marketing.

"It doesn't really get better than that, because marketing is selling a product or service to a specific market," said Vincent Eid, market developer at LCDC. "BIC Magazine is fortunately 'right up our market alley' with their distribution list. This undoubtedly takes some weight off a marketing professional's shoulders."

Eid explained for those on the fence that choosing BIC Magazine is a worthwhile investment because of its staff's experience and expertise.

"You can expect clear assistance with their direct marketing efforts as well. Many years of marketing experience allow BIC to show us the best methods of connecting with our industry. They realize there are two ways to reach prospects, which include indirect and direct marketing."

Published in BIC Magazine, December 2018/January 2019, pg. 114

Ohmstede

Buddy Tucker, *Vice President of Sales and Marketing*



"As far as reaching the industrial market, I don't think there is a better way to get your message to the real decision makers. I see BIC everywhere I go. Ohmstede has used all sorts of guest articles, case studies and press releases, and has been advertising with great success. We have also utilized the gift subscription program and BIC's database, which is second to none. Another recurring benefit is networking events with BIC and other BIC members. But for me it's more than getting your message into the marketplace. BIC's staff has always been so professional and responsive. Whether I'm planning out the year or if I'm in need of assistance from the road, I can count on a prompt and accurate response." Published in BIC Magazine, April 2017, pg. 114

What Advertisers say about *BIC Magazine*

Ameri-Force Industrial Services

Joshua Manning, VP of Operations



“Thus far, we couldn’t be happier with the campaigns we have partnered with BIC on. We’ve actually expanded into some other product lines that BIC offers because of how they conduct themselves and the success we have had with them. BIC has had a ‘We’re here for you!’ mentality with us from the very beginning. The relationship has helped to create almost an extension of our sales and marketing divisions.”

Published in BIC Magazine, April 2017, pg. 114

Dampney Co. Inc.

Dennis Aikman, Sales/Tech Service



“With BIC Magazine, you get more bang for your buck than you do with any other trade publication. The time BIC’s team spends with organizing conference calls, setting up ads and articles, putting together product news releases and trade show invitations, and inviting marketing partners’ customers to subscribe to BIC makes for such great value-added services. I know the partnership is successful for us and for BIC. It really is a pleasure working with the BIC team.” Published in BIC Magazine, March 2017, pg. 110

Woven Metal Products

Heather Bennett, VP of Business Development



“We see BIC at all the major trade shows, which is a nice reinforcement that we have made a great choice. We want to advertise with the leading publication in the space and the one that people know about, respect and use. We feel with BIC being present at major shows, they are helping to enforce their brand as a market leader in our shared industry space, which in turn helps us reinforce our brand. Our relationship with BIC has been great. They are very responsive, and one of the things we have enjoyed most about our relationship is the added benefits that come with our campaign. BIC’s ability to help share our news and connect us with other BIC Alliance members has been great. And the other value-added services they can offer such as recruitment services are nice to know where to go and take advantage of when needed.” Published in BIC Magazine, March 2017, pg. 110

CIMA Services LP

Matthew Taylor, Managing Partner



“We were vetted for a project through a company that saw our advertisement in BIC. Once vetted, we quoted and negotiated a multimillion-dollar project for Oxea in Bay City, Texas. To say the least, our investment with BIC has been paid back many times over. The exposure we’ve received through our ads, editorials and other announcements has been phenomenal. Advertising with BIC has been the best marketing decision I’ve made so far. BIC Magazine targets exactly who CIMA Services does business with. With the ads and editorials, gift subscriptions and database prospecting, a marketing campaign with BIC is worth every penny. Thank you to the BIC team for helping CIMA grow its business.” Published in BIC Magazine, February 2017, pg. 98

What Advertisers say about BIC Magazine

Evergreen North American Industrial Services

Jon Hodges, Founder and CEO



"We decided to partner with BIC because they are well-known throughout the industrial sector. The response has been very positive. We have established ourselves as an industry leader in safety and service quality, and BIC has played a significant role in that effort."

Published in BIC Magazine, February 2017, pg. 98

BRACE Industrial Group

Bobby Gould, Vice President-Corporate Business Development



"I have worked with BIC since 1994, and I have found it to be the wisest advertising choice in the industrial marketplace. The annual return on investment continuously exceeds our expectations. BIC's value-added services, particularly its mass marketing strategies, enhance the value of our advertising campaign. BIC Recruiting has also directly helped advance my career and has assisted in the placement of many key people at BRACE. I would recommend placing BIC at the top of any marketing program or budget because the results will pay for themselves many times over."

Published in BIC Magazine, November 2016, pg. 102

McDonough Elevators

Gil Prado, Sales Representative



"BIC reaches a wide variety of industries that use our products and services, such as petrochemical, refining and power generation. The magazine makes it easy for its clients to network with potential customers and develop lasting relationships. We know BIC is genuinely interested in our success. Many people we call on read or are familiar with BIC Magazine."

Published in BIC Magazine, October 2016, pg. 122

DeBusk Services Group

Billy Watson, VP of Marketing/Contracts



"With our customer target base primarily being on the Gulf Coast, BIC influences the market we are looking to reach. DSG has used the insert and other insertions in BIC to update our customers and potential clients on what is going on with our company. Responses from our insertions have all been positive, whether from existing customers, potential clients or individuals looking to join our company. With BIC's circulation, we got a much better value than if we had gone to an outside agency. Everything BIC does seems to add to the promotion of our company. If your target is the heavy industrial market on the Gulf Coast, BIC is where you want to be. Their staff will be helpful in positioning your company for the best results for your marketing dollar." Published in BIC Magazine, Sept. 2016, pg. 130

What Advertisers say about BIC Magazine

RedGuard

Tim Taton, Vice President of Sales and Marketing

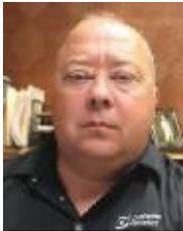


"We appreciate all that BIC does on our behalves and remain appreciative of our opportunity to use its publication as a vehicle to reach our audience. BIC helps us get the word out as to who we are, what the product offering we have is, and just connect with various people in the business. It's been a very positive relationship and one we look forward to continuing going forward."

Published in BIC Magazine, August 2016, pg. 118

Continental Fabricators Inc.

Tom Gerstenecker, VP of Sales and Estimating



"Establishing a relationship with the amazing people at BIC has provided us additional opportunities to network and meet other key people we previously may have not been exposed to. We have made new contacts we feel we wouldn't have made without advertising in BIC. We also have had a few previous customers contact us and say they see our ad in BIC every month, which reminds them of our capabilities and quality fabricated products." Published in BIC Magazine, August 2016, pg. 118

Total Safety

Paul Tyree, President, Global Business Units



"Total Safety has used BIC Alliance for marketing for more than a decade, and I have seen many successes with BIC over the years," Tyree said. "In addition to the magazine and marketing services, Total Safety has acquired two businesses represented by BIC Alliance's IVS Investment Banking, and we engaged BIC Recruiting to help Total Safety deepen its talent. We feel our investment in BIC has been paying returns, and I'd recommend it to anyone seeking to grow their business in the process industries."

Published in BIC Magazine, June/July 2016, pg. 128

Houston Area Safety Council (HASC)

Luis Aguilar, President and CEO



"BIC has been particularly effective for us in that it reaches both the owners and contractors in the industrial market," said Luis Aguilar, president and CEO of HASC. "We saw immediate feedback from the advertising and have been working closely together with them ever since. Simply put, BIC is well-read and respected in our industry."

Published in BIC Magazine, June/July 2016, pg. 128

What Advertisers say about *BIC Magazine*

StoneAge Inc.

Bill Shires, Plant Solutions Director



"As I saw more and more of BIC Magazine on waiting room coffee tables, I brought copies back for our marketing team," said Bill Shires, plant solutions director at StoneAge Inc. "BIC Magazine has become a primary and effective marketing opportunity for StoneAge. I feel the response from BIC Magazine has been positive. When I see the latest issues in my customers' offices and trucks, I feel we are getting the word out about our new products. Several other publications are a hybrid of residential or light industrial cleaning, while BIC is helping us communicate directly with the industrial plant and contractor personnel. With the database prospecting, this is the most beneficial information StoneAge has received from any publication by far. The contacts are specific to the personnel we are looking to reach out to."

Published in BIC Magazine, March 2016, pg. 118