

## What Advertisers say about *BIC Magazine*

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### IMPACT

**Kevin Hilton, CEO**



*"I have been reading BIC Magazine for years, long before I assumed my current role," Hilton said. "I recognize BIC to be the voice of the industry in the Gulf Coast region. BIC has opened the door to many new relationships that would have been nearly impossible to attain. It is a great way to reach industrial users in the region."*

Published in BIC Magazine March/April 2022, pg. 120

### 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, they really come through for us. They're great at helping us make those connections."*

Published in BIC Magazine Jan/Feb, pg. 108

### 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"*

*"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 Jan/Feb, pg. 108

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### International Cooling Tower

**Mark Erdmann, Director of Sales**



*"ICT was looking for a vehicle to get our message out to industry in the Gulf Coast," said Mark Erdmann, director of sales for ICT. "BIC Magazine is the perfect way to do that because it gets in front of industry decision makers. When I visit customers, they always have BIC Magazine present. "We see a lot of value with BIC Magazine. We started with a small investment a couple years ago, but now we are on the front cover. With every campaign in BIC, we've received excellent feedback. I receive phone calls from customers who've seen ICT's ad or article —sometimes even before I've had a chance to read the issue. "BIC Magazine has helped ICT establish and grow our brand and put it in front of the right audience. I also like the fact that BIC has industry events or get-togethers,*

*putting us in the room with potential buyers."*

Published in BIC Magazine Nov./Dec. 2021, pg. 122

### Excel Modular Scaffold

**Dylan Fulton, Vice President**



*"Excel Modular Scaffold targets the majority of its marketing budget with BIC," said Fulton. "That effort continues to be a huge success, as we have gained exposure not only on the Gulf Coast but also throughout the U.S. market. We feel BIC is an excellent platform to highlight the innovative and 'value-added' service capabilities we offer to the industry."*

Published in BIC Magazine Nov./Dec. 2021, pg. 122

### ParFab

**Christina Waller, Director of Sales and Marketing**



*"When I started working in the industry, I quickly noticed how BIC Magazine was in many of the offices I visited," said Christina Waller, director of sales and marketing for ParFab. "The audience BIC reaches in our industry is unmatched. From the magazine itself to the tradeshow distribution and industry networking opportunities, BIC has been an integral part of our success and a great marketing partner. It has been extremely beneficial to have BIC, allowing ParFab to get our message out to many, many more than we could have on our own.*

*"It's important to note that a marketing campaign with BIC Magazine is not just a magazine ad; there are so many additional benefits from BIC. This is a true marketing campaign, and the additional services provided really help drive successful results."*

Published in BIC Magazine Sept./Oct. 2021, pg. 142

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### Houston Area Safety Council

#### 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 July/Aug. 2021, pg. 124

### 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 May/June 2021, pg. 130

### RedGuard

#### Tim Taton, *Chief Operating Officer*



*"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 May/June 2021, pg. 130

### Woven Metal Products

#### Heather Bennett, *VP of Strategy and Marketing*



*"We wanted to advertise with the leading publication in the space and the one that people know about, respect and use. BIC 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 2021, pg. 100

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### Proco Products Inc.

#### Miquel Williams, *Advertising and Marketing Manager*



*"We are always looking for ways to get more information out about Proco Products and who we are. BIC has been extremely helpful in making sure they support that initiative by helping us to publish as much content as we can. I, for one, know that BIC can be used for so much more: press releases, employee profiles, etc. My goal is to feed as much content into BIC as possible."*

*"It is well worth the advertising dollars. Working with a company that is not only passionate about the industry, but also takes care of its customers, is golden. The business relationship is truly a joint effort between publisher and advertiser. With the*

*tradeshows I attend, I have noticed that a BIC representative always makes it a point to stop by and check in with us. It's always nice to have them stop by to say they appreciate us and our business."*

Published in *BIC Magazine* September 2020, pg. 88

### BHI Energy

#### Greg Whitaker, *Sales director*



*"I was introduced to BIC through many site visits with customers where the magazine was on their desks or in waiting rooms," said Greg Whitaker, sales director of BHI Energy. "I picked up a copy at a conference and read through it. I knew once I read it and saw the focus on our industry customers, I had to be part of it. "We use BIC Magazine as our newsletter to let everyone know how we are expanding in the market. We have received very positive responses as well as many comments on the articles and information we have presented to the industry.*

*Advertising in BIC is a definite must for companies that want to deliver their message to the market. BIC is the first investment any company should make to*

*contact its customer base."*

Published in *BIC Magazine* August 2020, pg. 104

### Code Red Safety

#### Tommy Clark, *Vice President*



*"Code Red Safety was extremely excited to partner with BIC Magazine and initiate a 12-month marketing campaign," said Clark. "BIC Magazine's value proposition is hard to match. If you want help to grow and expand your brand, BIC is the right choice. "BIC's entire team has been a pleasure to work with. BIC offers way more than just an article or marketing piece in the magazine. If your team wants to connect with high-level industry leaders, BIC has a very robust database of contacts to help you connect the dots. "Thank you, BIC, for your continued support and the value you bring to our industry and community. We look forward to growing our partnership."*

Published in *BIC Magazine* August 2020, pg. 104



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### Carboline

#### Jane Woodall, *Creative Lead*



*“Carboline would like to thank BIC Magazine for the continued partnership and for giving us the opportunity to connect with our customers each month,” said Jane Woodall, creative lead at Carboline. “BIC Magazine is a quality publication that serves our industry well with relevant and timely information and trends, and we are proud to be a part of it. “Through our ad program, we have made connections with distributors, vendors and customers, and we look forward to growing these relationships with the help of BIC.”*

Published in BIC Magazine June/July 2020, pg. 130

### Tower Force

#### Whitney Strickland, *Vice President of Sales*



When Whitney Strickland, vice president of sales for Tower Force, went to visit a particular chemical plant for the first time, the management there was familiar with the company before Strickland ever arrived.

*“They told me they had learned about us from BIC,” Strickland said. “This actually happens to me quite a bit, and it makes the sales process much easier. When people know what you do and are familiar with your work history, there’s no learning curve on the client, and people are quicker to share their needs with you.”*

BIC Alliance partners enjoy a wide range of benefits, including an unparalleled database from which to glean new prospects and a comprehensive array of value-based services designed to help them get the best results from their marketing campaigns.

*“There are a lot of other services outside the magazine that come with the marketing program,” Strickland added. “We have worked with BIC on direct mailouts, database projects, reprints for sales support and recruiting projects.”*

Published in BIC Magazine May 2020, pg. 126

### Mustang Cat

#### David Wright, *Business Development Manager*



*“BIC offers the best avenue to get to our end-users in the industrial marketplace. If your goal is to get in the industrial market or spread your footprint, then BIC is the best option to gain the recognition you need.”*

*“Our campaign in BIC also gives us the ability to find contacts in facilities that could be potential customers, network at industry functions and advertise at industry events.”*

Published in BIC Magazine April 2020, pg. 114

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### Bayou City Industrial Contractors

#### Aaron Shermer, *Vice President of Operations*



*"Using BIC Magazine was a very easy choice to help elevate the brand of Bayou City Industrial and focus on our marketing efforts. I've always turned to BIC Magazine for the latest in industry news and have never been let down. I've learned so much about other companies through BIC Magazine as well."*

*"There is no 'magic button' when it comes to marketing, but BIC is the closest thing to one in the industry. With our campaign in BIC Magazine, we've received brand recognition and exposure to new clients. We were so thrilled to see Bayou City Industrial's four-page insert in the March 2020 issue as well. Today, our brand is*

*stronger than ever, and the relationships with our customers are growing more and more because we've included them in our BIC Magazine materials."*

Published in BIC Magazine April 2020, pg. 114

### 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 March 2020, pg. 106

### Total Boiler & Mechanical LLC

#### John Derrick, *President*



*"I met BIC Alliance's Tom Derrah and Thomas Brinsko shortly after starting my company. We stayed in touch, and I was looking for a means of achieving name recognition. After looking deeper into our options, BIC Magazine became the clear choice."*

*"For our initial campaign, we were primarily looking for name recognition with the intent of reaching petrochemical and refinery personnel. What we have found is that we have also reached engineering firms in need of our services."*

*"So far, the response has been great. While we were aiming for name recognition, we are actually getting RFQs from potential customers."*

Published in BIC Magazine March 2020, pg. 106

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### 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 February 2020, pg. 100

### 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 December 2019/January 2020, pg. 122

### Cherry Cos.

#### **Mark DeWitt, Vice President of Operations**



*"After setting some very aggressive sales goals, Cherry Cos. started advertising in BIC back in 2008," said Mark DeWitt, vice president of operations for Cherry. "Since then, we have seen a double-digit increase in the number of sales leads, and this seems to climb each year as BIC continues to broaden its reach. "We prize BIC as an advertising partner and look forward to working with BIC for a long time, as well as expanding our campaign to include other aspects of our company."*

Published in BIC Magazine November 2019, pg. 114

### 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 October 2019, pg. 118

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### McDonough Elevators

#### Gil Prado, *Regional sales manager*



*"BIC reaches a wide variety of industries that use our products and services, such as petrochemical, refining and power generation. It's not only the owners within the industries BIC reaches; it's also the other subcontracting companies that work in these areas that utilize our products and services."*

*"We know BIC is genuinely interested in our success. Many people we can on read or are familiar with BIC Magazine. The magazine makes it easy for its client to network with potential customers and develop lasting relationships."*

Published in BIC Magazine September 2019, pg. 138

### Eco-Staff

#### Harry Black, *Co-Founder*



*"Ever since we started advertising in BIC, we have booked several contracts directly from the exposure, plus we have received numerous calls from other prospective clients. We continue to utilize BIC's database service and its gift subscription program, and the articles and ads we run help us a ton. BIC has generated other opportunities for us outside the magazine, and we are getting direct referrals for companies that require our services. We have been extremely pleased with our investment."*

Published in BIC Magazine September 2019, pg. 138

### Industrial Alloy Fabrication

#### Landon Fabela, *President*



*"BIC is the magazine that everyone seems to look at in the industry," Fabela said. "Being a company that needed to let everyone know who and what we were, we saw the investment of marketing dollars in BIC as the best way to accomplish that."*

*It's a magazine with a lot of industry-specific circulation. It definitely has establish us in the market and let people know we're here. If you're looking to establish your company as a solid player in the downstream turnaround plant refinery industry, this is a good place to do that."*

*We feel as though we have a strong partner in BIC. We have spoken to a lot of people who have seen us in the magazine, and that has given them a better understanding of who we are in the market. We have carved out a set of technically sound manufacturing products, and we've used BIC to identify a market. As a result, we've doubled our previous year's sales and reinvested that success into new capabilities."*

Published in BIC Magazine May 2019, pg. 134



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### 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.

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

### 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

### 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

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### 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

### 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

### 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

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### 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

### StoneAge, Inc.

**Bill Shires, Plant Solutions Director**



*"As I saw more and more of BIC Magazine on their 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