



# Handy One Website Case Study

Spin Group Helps Manufacturer Launch New Product Site

## Challenges

1. Design, develop and implement a stand-alone site that highlights the Handy One product while linking to the Lucas-Milhaupt home site.
2. Visually demonstrate this innovative new product.
3. Pique visitor interest to seek further information via phone or email.

## Handy-one.com, Lucas-Milhaupt, Cudahy, WI

Lucas-Milhaupt manufactures and sells brazing and soldering materials. A subsidiary of Handy & Harman, it has offices throughout the country and is offered on the NY Stock Exchange under the symbol WHX. Lucas-Milhaupt recently introduced a new product, Handy One, which revolutionizes the metal-joining industry.



## Separate Site Debuts New Product Launch

Lucas-Milhaupt has developed a new product, Handy One, which promises big things for the metal joining industry. In its desire to launch this exciting new development, the company determined it would devote a stand-alone website to Handy One, with a link back to the main site.

John Eitel, marketing director for Lucas-Milhaupt, had just started exploring web design companies when he received a call from The Spin Group, Inc. Although the initial call was to explore any e-training needs Lucas-Milhaupt might have, Eitel reviewed Spin Group's products and capabilities. He chose Spin Group over other vendors, including an existing relationship, to meet the needs of the Handy One launch.



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www.handy-one.com

## Solutions

1. Contract with Spin Group for website construction.
2. Use Flash™ software to illustrate product.

## Solder Makes Good Visuals

Joining metal is a big industry. Applications include medical devices, aerospace equipment, appliances, furniture, plumbing, construction – in other words, soldering and brazing are literally the techniques that hold much of our world together.

Metal joining is a multi-step process. Before the joints can be heated to form a meld, a flux product must be painted on to remove oxidation that might prevent a good seal. Wire is applied and the joint is then heated to fuse the junction.

Handy One eliminates one of these steps entirely. Handy One is a flux core material – in other words, the flux is actually inside the wire. The product eliminates the step of painting on the flux – and by eliminating the flux, it decreases the cost and any cleanup time. “A product that produces cost savings and enhances productivity is a major development within the industry,” said Eitel. “We think many different markets – contractors, engineers, mechanics – will be interested in using this product to simplify their work.”

The screenshot shows the Handy One website interface. At the top left is the logo with the text "Flux & Alloy All In One". To the right is a navigation menu with links for "Home", "Handy One Brazing Products", "Advantages", "Application", and "Contact". The main content area features the heading "A Brazing Alloy Around A Powdered Flux" and "Handy One Brazing And Soldering Products". Below this is an image of a spool of flux-cored wire. To the right of the image is a list of product specifications under the heading "GENERAL PURPOSE FILLER METALS":

- [Brazing 380 Specifications](#)
- [Brazing 401 Specifications](#)
- [Brazing 452 Specifications](#)
- [Brazing 505 Specifications](#)
- [Brazing 560 Specifications](#)

Below this list is another heading: "ALUMINUM FILLER ALLOY METALS".

At the bottom left of the screenshot, there is a paragraph of text: "Handy One flux-cored materials can be used to simplify and improve most metal-joining operations. Because the flux is essentially pre-measured and accurately distributed, Handy One delivers the correct amount of flux exactly where it is needed. Additional benefits include."



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## Results

1. Fast-loading site quickly engages visitor interest.
2. Lucas-Milhaupt personnel are pleased with website.

In developing the site, Spin Group recommended Flash™ software for visuals. Video clips show how the product works, so that prospective customers can see how easy Handy One is to use, achieving a high quality result.



## Spin Group Joins Lucas-Milhaupt for Additional Projects

While the site is immediately attractive because of the visuals, it is supported with technical information about the product. Orders are not accepted through the site, because in most cases products are customized to meet the specific needs of a particular project. However, the site provides an opportunity for individuals to contact Lucas-Milhaupt, providing specifications for an order or requesting additional information.

The site, which has been live less than a month, has pleased Eitel. Although tracking visitors has just begun, Eitel is confident it will serve the needs of the new product launch.

In fact, Eitel was so pleased with the end result and the relationship with Spin Group that he asked the company to redo Lucas-Milhaupt's main site, a comprehensive project.



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"Spin Group is very professional and competent – we developed a good working relationship," said Eitel. "They provided many options in their creative approach and had a sincere interest in meeting our needs. Working with Spin Group is a positive experience."

The screenshot shows the 'Handy One' website interface. At the top, there is an orange navigation bar with the 'Handy One' logo and the tagline 'Flux & Alloy All In One'. To the right of the logo are navigation links: Home, Handy One Brazing Products, Advantages, Application, and Contact. Below the navigation bar, the main content area has a white background with the heading 'The Result Is A Sound Braze Joint' and the sub-heading 'Step By Step Process'. The process is illustrated in four steps, each with a photograph of a metal joint and a circular inset showing a close-up of the joint's interior. The steps are:

- STEP 1**: A multi-turn ring of Handy
- STEP 2**: During the initial phase of
- STEP 3**: The flux is now active and
- STEP 4**: Handy One produces sound