CLIENT SUCCESS

HyFlex Corporation Grows Without Pulling Anyone Off the Shop Floor

Discover how HyFlex reached more than $25MM in quoted work and six new customers in a single year, while its own team stayed focused on building equipment, with lead generation and prospecting support from Factur.

Company Overview

HyFlex Corporation is a family-owned pump and mixer manufacturer based in Knightstown, Indiana, founded in 1964. The company handles all of its engineering, manufacturing, and assembly in a single 60,000-square-foot facility and sells directly to contractors, providing service, support, and training alongside the equipment.

Its machines are used in fireproofing, waterproofing, stucco and plaster, EIFS, wastewater, and infrastructure repair.

The Challenge

HyFlex had grown into a large manufacturer without a well-documented sales program to match. Locating projects that fit HyFlex's equipment took time, and qualifying early leads pulled people away from work only they could do. Building that function in-house would have meant hiring and managing a different kind of talent altogether. What HyFlex wanted was a steadier flow of qualified opportunities from a partner that already knew the industry, so they could focus on the shop.

The Solution

To create that steady flow of opportunities, HyFlex partnered with Factur for lead generation.

The first step was working out what a good opportunity actually looked like for HyFlex: which projects, which customers, which kinds of jobs its equipment was right for. HyFlex and Factur kept revisiting that list together, sharpening it each time.

Factur's team made the calls, sorted genuine interest from noise, and nurtured prospects to the point of an RFQ. After that, HyFlex took it from there.

Opportunities started coming in quickly, and HyFlex expanded the engagement to take on outsourced prospecting as well.

The Results

In the first year of the partnership, HyFlex built a substantial pipeline of quoted work and won new customers.

Key Outcomes

$25MM+
QUOTED

$1MM
GENERATED IN REVENUE

6
NEW CUSTOMER ACCOUNTS

> **“We like that Factur is hyper-focused on the manufacturing industry. Other marketing companies serve wide markets and don't know our industry as well, so Factur has done a good job on that.**

Ready to Build Your Lead Engine?

Factur is a growth agency built for manufacturers. We help industrial suppliers and service providers build stronger pipelines through business development, lead generation, and marketing tailored to the industry, connecting you with the right buyers so your team can stay focused on operations, engineering, and closing deals.

Reach out at facturmfg.com or call 317-622-8970