

Competitive Intelligence Gives Garware Fulflex 12X Competitive Coverage in 1/3 of the Time

The Problem

After its acquisition by a parent company in India, Garware Fulflex began competing on a larger global scale. With two plants in India and one in Vermont, and 1000+ employees, new ownership along with Director of Strategy and Global Product Management, Pat Curtin, turned more focus on their expanding markets and competitive landscape. They were looking to capture intel on larger customers, help prep sales conversations and gain deeper insights on competing product development. With the expansion to EMEA and APAC, Pat also required an on-demand option for his global sellers to find needed insights.

Pat has a lean team covering a broad spectrum from Strategy, to Product Marketing and Intelligence. He was looking for:

- **A scalable way to discover, analyze and share** global insights on their market and buyers
- **Summaries across multiple data sources,** including subscriptions to their import/export database and AlphaSense
- **Automation and tools** for weekly competitive newsletters
- **Strong referenceable customer base**
- **All centralized,** easy to maintain, and made available to a growing remote team

Why Klue?

After a full eval of several Compete platforms, Pat chose Klue for:

- **Services and support** that would help him not only launch, but build and gain adoption using proven best practice tactics
- **Useful, cost-effective option** to meet their current and future needs
- **Ability to quickly find insights** on competitors, customers and convert to actions
- **Collaboration** with his remote team in India to analyze new insights quickly

The Results

- A global team that can onboard, and be **'ready to sell' in 1/2 the time**
- Strategy and Global Product Management can **distribute competitive and customer insights in 1/3 of the time**
- **12X increase in Market coverage**

Customer Overview

Garware Fulflex are global leaders in thin gauge calendering processes with the largest product portfolio showcasing extensive forms of rubber, thermoplastics and other polymers. With a world class product offering, they drive precise and enhanced functionality for applications in Textiles, Medical, PPE, Hygiene, Sports, Fitness & Rehab, Industrial, Insulation Tapes, Food & Agriculture, Eco-friendly Products, Custom Mixing, Custom Calendering and many more.

Their world class manufacturing facilities in USA and India are equipped with cutting edge expertise in Mixing, Calendering, Molding, Extrusion and Polymer and are designed to meet the highest standards in quality, safety and sustainability.

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Market, Competitor and Customer combined intelligence — all critical for us to make smart decisions. When looking for solutions, it was important we find one to help us make our best moves. A platform that makes it possible for us to find more meaningful insights in less time, and gives us a distribution channel for multiple global teams. Klue makes this possible.

Pat Curtin
Director, Strategy and Global Product Management



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The most important insights go into Klue, discovered through alerts, research and from customer conversations. **We pick up key insights from Klue that are useful to our multiple teams globally.**

Nishant Kumar
Sr. Officer, Sales & Marketing

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Klue creates a needed connection between myself and our global teams, forcing some discipline. Regular communication is quickly created weekly, with important insights in front of the people who need to know, including the owner of the company and our CEO.

Pat Curtin
Director, Strategy and Global Product Management

