



Promoting Michigan Made Products

Michigan Manufacturer Gaining Attention for Mobility Carts

Manufacturing in Michigan has a multiplier effect for the local economy. The impact the industry has on people and businesses outside its industry is the largest in the nation, with every \$1 spent in manufacturing generating \$1.89 in downstream economic activity. This kind of support of the local community, born of a community makes manufacturing businesses a deeper contributor than many sectors. Pair that benefit with that of a locally owned, growing entrepreneurial business, and you have a truly rich success story. It's knowledge like this that makes MLive Media Group proud to create results for businesses like [Amigo Mobility International](#).

A 52-year old manufacturing company born in Michigan, Amigo has a history of innovation. Decades after their first Amigo mobility cart rolled off the assembly line and established a new industry, Amigo was at it again. This time, the product developed was a line of material handling carts, designed to boost productivity in manufacturing, medical and warehouse facility management.

MLive Media Group partnered with Amigo Mobility International to create a branding campaign. This campaign introduced a new line of carts to an industry that didn't realize there was a need going unserved.

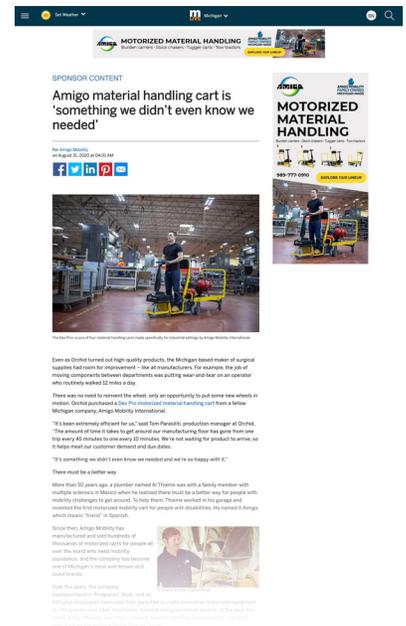
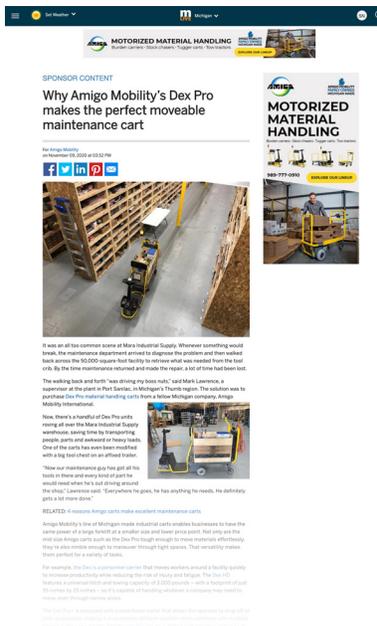
CLIENT GOALS:

- Create a brand awareness campaign introducing the new line of industrial material handling carts to middle management, HR, and other facility purchase influencers in the Great Lakes Bay and Grand Rapids regions.
- Promote "Michigan Made"



Whether warehouse workers are attempting to haul heavy objects, a bunch of small boxes, or stock multiple trailers around an assembly plant, The Amigo material handling line increases efficiency and is built specifically for warehouse and manufacturing environments.





While the plan was simple, execution is critically important. Leveraging the trust and authority of an engaged MLive.com audience to deliver a high-impact storytelling campaign that included the following solutions:

TACTICS



DIGITAL DISPLAY



IN-STORY VIDEO



BILLBOARDS



SPONSORED CONTENT

How Sponsored Content Exists at the Center of a Branding Campaign

For many organizations, content marketing remains an elusive concept that's often ignored or misunderstood. Though there are a variety of textbook definitions of content marketing, at its core, content development serves to inform, educate or entertain a specific audience. Not intended to create the instant sale, content marketing instead generates a deeper understanding, and over time, possible product demand.

For Amigo Mobility, the stream of Sponsored Content was served among MLive.com articles. These materials, crafted by former Journalists and prepared to generate deeper understanding of the company and its products, benefited from the halo effect, establishing greater trust with the reader based on the location where the content was accessed. You can read more about the halo effect our advertisers experience here.





Content in Motion

Video was also a key factor in this campaign. Because 59% of senior executives prefer to watch video instead of reading text if both are available on the same page (Forbes Insight) and 70% of marketing professionals report that video converts better than any other medium (MarketingProfs), our strategists knew that the use of video to tell the story of Amigo would be effective. We also served that video in ad units within stories on MLive.com, doubling down on the halo effect previously mentioned.

In a few short months, Amigo Mobility International is already seeing an impact in website and brand engagement.



84% LIFT

**IN INDUSTRIAL
PAGE TRAFFIC**



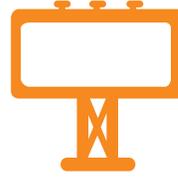
37%

**INCREASE NEW
SITE USERS**



48%

**INCREASE IN
DIRECT TRAFFIC**



IN INDUSTRIAL PAGE TRAFFIC

INCREASE NEW SITE USERS

INCREASE IN DIRECT TRAFFIC

MOTORIZED MATERIAL HANDLING
Burden carriers • Stock drawers • Tugger carts • Tow tractors

SPONSOR CONTENT

Why Amigo Mobility's Dex Pro makes the perfect moveable maintenance cart

For Amigo Mobility on November 09, 2020 at 03:52 PM

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It was an all too common scene at Mara Industrial Supply. Whenever something would break, the maintenance department arrived to diagnose the problem and then walked back across the 50,000-square-foot facility to retrieve what was needed from the tool crib. By the time maintenance returned and made the repair, a lot of time had been lost.

The walking back and forth "was driving my boss nuts," said Mark Lawrence, a supervisor at the plant in Port Sanilac, in Michigan's Thumb region. The solution was to purchase Dex Pro motorized handling carts from a fellow Michigan company, Amigo Mobility International.

Now, there's a handful of Dex Pro units roving all over the Mara Industrial Supply warehouse, saving time by transporting people, parts and awkward or heavy loads. One of the carts has even been modified with a big tool chest on an affixed trailer.

"Now our maintenance guy has got all his tools in there and every kind of part he would need when he's out driving around the shop," Lawrence said. "Everywhere he goes, he has anything he needs. He definitely gets a lot more done."

RELATED: 4 reasons Amigo carts make excellent maintenance carts

Amigo Mobility's line of Michigan-made industrial carts enables businesses to have the same power of a large forklift at a smaller size and lower price point. Not only are the mid-size Amigo carts such as the Dex Pro tough enough to move materials effortlessly, they're also nimble enough to maneuver through tight spaces. That versatility makes them perfect for a variety of tasks.

For example, the Dex is a personal carrier that moves workers around a facility quickly to increase productivity while reducing the risk of injury and fatigue. The Dex HD features a universal hitch and towing capacity of 3,000 pounds – with a footprint of just 55 inches by 25 inches – so it's capable of handling whatever a company may need to move, even through narrow aisles.

The Dex Pro is equipped with a detachable trailer that allows the operator to drop off or pick up goods, making it an extremely efficient solution when combined with multiple trailers in the same facility. And the Dex Pro can be configured with a toolbox and used as...

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SPONSOR CONTENT

Amigo material handling cart is 'something we didn't even know we needed'

For Amigo Mobility on August 31, 2020 at 04:01 AM

[f](#) [t](#) [in](#) [p](#) [e](#)

The Dex Pro is one of four material handling carts made specifically for industrial settings by Amigo Mobility International.

Even as Orchard turned out high-quality products, the Michigan-based maker of surgical supplies had room for improvement – like all manufacturers. For example, the job of moving components between departments was putting wear-and-tear on an operator who routinely walked 12 miles a day.

There was no need to reinvent the wheel, only an opportunity to put some new wheels in motion. Orchard purchased a Dex Pro motorized material handling cart from a fellow Michigan company, Amigo Mobility International.

"It's been extremely efficient for us," said Tom Parasiliti, production manager at Orchard. "The amount of time it takes to get around our manufacturing floor has gone from one trip every 45 minutes to one every 10 minutes. We're not waiting for product to arrive, so it helps meet our customer demand and due dates."

"It's something we didn't even know we needed and we're so happy with it."

There must be a better way

More than 50 years ago, a plumber named Al Thorne was with a family member with multiple sclerosis in Mexico when he realized there must be a better way for people with mobility challenges to get around. To help them, Thorne worked in his garage and invented the first motorized mobility cart for people with disabilities. He named it Amigo, which means "friend" in Spanish.

Since then, Amigo Mobility has manufactured and sold hundreds of thousands of motorized carts for people all over the world who need mobility assistance, and the company has become one of Michigan's most well-known and loved brands.

Over the years, the company headquartered in Bridgport, Mich., and its 150+ employees have used their expertise to make innovative motorized equipment for the grocery and retail, healthcare, hospital and government sectors. In the past few years, Amigo Mobility has begun creating motorized handling equipment for industrial carts in the manufacturing floor at Orchard.

