



## Manufacturing Company Uses Web Forms - The Granger Plastics

### About the business

The Granger Plastics Company (TGCP) is a leading business in the field of rotationally molded plastic products, based in Middletown, Ohio. The name is linked to many innovations in various industries. Founded in 1994, TGCP is continuously extending the products range and its market, in a quest for being a world class manufacturer.

The website of TGCP showcases their lines of products, features press releases and media coverage of the company and acts as an interface of communication with the general public and customers. Maintaining the functionalities of the site is a key element for the Marketing department of TGCP.

### Issue

Prior to reaching 123ContactForm, the site admins of TGCP portal were using no contact form at all. The contact method was a classical "a href="mailto:...". Naturally, displaying the e-mail address publicly led to incredible amounts of abuse: *"it opened up Pandora's box for Virus attacks, SPAM etc!"* points out Shawn Cravens, the General Manager of TGCP. This was no longer tolerable. An online form with security options was highly needed.

### 123ContactForm solution

The web developer of TGCP portal found 123ContactForm when searching for "contact form" on Google. They created an account here and did some testing, still unsure if the service would work properly for them. At this moment, a trustworthy source of them also highly recommended 123ContactForm and they decided to give it a try. The results were 100% satisfying.

With the help of 123ContactForm, the portal of TGCP was populated with contact forms, request-for-quote forms and sales pages that could accept payments. It was a major upgrade for the website and managed to render immediate benefits for the business itself.

### Tools used and overall payoff

- Contact forms, order forms, custom forms
- Security options (CAPTCHA)
- Payment integration.

The customers of The Granger Plastics Company now have a safe way of addressing the staff. Business representatives lose no opportunity to get in touch with their prospects and perform instant sales.

## TESTIMONIAL

***"We needed simple HTML contact forms for our website. At the first check for online solutions we found 123ContactForm and searched no more - the rest was history! Forms were so easy to integrate with the existing HTML. Great time savings!"*** (Shawn Cravens, General Manager of TGCP)

[www.grangerplastics.com](http://www.grangerplastics.com)

## Summary

1

ISSUE



2

SOLUTION



3

PAYOFF

The Granger Plastics Company had a good website with a troublesome contact method - email address shown publicly. They needed an online form to gather customers' inquiries and feedback. Strengthening online security was a must.

Contact forms were easily implemented onto the existent HTML. 123ContactForm also offered a simple e-commerce tool - order forms with payment integration, which shortened and optimized the sales process.

The problem of spam attacks is now permanently solved. The company gathers more leads and is able to manage them properly. Sales opportunities increased as a direct result of implementing 123ContactForm solutions.