

Deltronix Enterprises: One Stop Source for Composites Manufacturer's Internet Needs



By Jennifer Sikorski,
CF Editor

CF: What is the nature of your company?

PG: Deltronix Enterprises is an Internet managed service provider specializing in the composites industry. We are a one-stop source for Internet needs. Using our own data center, we design, program and host companies' Web sites, integrating all services

including domain name registration, e-mail and Web-mail. We handle business-to-business needs and e-commerce, and have clients successfully selling hundreds of composite-related items on the Internet. Our managed service approach to Internet needs uses our expertise to further Internet exposure. For instance, our Web site design and hosting services also includes submittal to the key search engines and site optimization to try and maximize your placement in these search engines. We make the Internet work for you.

Our clients also enjoy priority placement in our Worldwide Composites Search Engine (www.wvcomposites.com) along with banner ads, clips in our electronic and paper newsletter, and benefit from our advertisements in such magazines as *Aviation Week*, *Space Technology*, *SAMPE Journal* and *CF Magazine*.

Deltronix can supply secure access for your employees, sales reps and customers to custom databases containing such items as MSDS, technical papers, product information and forms while maintaining contact information for follow up. Business card CDs with the software necessary for display of your desired information are also available.

CF: How many employees do you have?

PG: This varies with the level of activity, but typically is in the three-to-10 range.

CF: What is your company's background?

PG: Deltronix Enterprises, has been online since 1988. Our first telecommunication venture was in the BBS (Bulletin Board System) world with the birth of The Solar System BBS (like a mini-AOL, service). This BBS developed into one of the largest systems in the Orange County, Calif. area, and is still online today as Deltronix Online. The Solar System has been featured in numerous media articles and is still listed in the dialing directories of the largest telecommunications programs.

Deltronix expanded into Internet services in 1993 providing e-mail only, and then expanded into a full-service Internet provider. The Deltronix Remote Power Switch (RPS) was developed based on

the market's need for an easy and inexpensive solution to maintain control of distant, critical, online equipment by allowing devices to be rebooted over a phone line. Deltronix, in these earlier years, also authored many interactive telecommunications programs such as Jimmy the Geek's Trivia Gems and the Football Pool. Our programming expertise can be seen presently in our "Just the FAX" interactive Web page to FAX machine service. We also introduced in 1998 the first Internet search engine for the composites industry, The Worldwide Composites Search Engine at www.wvcomposites.com. More than 30 years of technical experience in the composites industry, along with our Internet and programming knowledge, helped bring this search engine into existence.

Peter Guethlein,
President

Deltronix Enterprises
Mission Viejo, Calif.
www.deltronix.com



CF: How has it evolved from its beginnings?

PG: Deltronix started out as a "hobby small business" in 1988. In 2002, Deltronix Enterprises incorporated and became a full-time business.

CF: What is your personal history in the composites industry?

PG: I started in the composites industry in 1974, during my sophomore year in high school. I went to school in the mornings and worked as a lab technician with Ciba-Geigy Plastics and Additives Division in Ardsley, N.Y. in the afternoons. After receiving a Bachelors of Business Administration from Mercy College in 1979, I was transferred by Ciba-Geigy to its Composite Materials Division in Fountain Valley, Calif. I was a Technical Service Coordinator handling such products as prepregs, film adhesives, honeycomb cores, and resin systems. I also completed my MBA from West Coast University in 1981. I joined Unicel in 1981 as Sales Manager for its honeycomb core products and left in 1985 when I joined Hexcel Corporation in Long Beach as an Applications Engineer. In 1989 I made the move to Plascore Inc, based out of Zeeland, Mich., a honeycomb core manufacturer. I was their West Coast Sales Representative until January of 2002 when I left to incorporate Deltronix Enterprises. I have very wide range of experience, having visited

hundreds of composite related firms over the years, dealing with engineers, purchasing and management and learning about a multitude of products, processes and materials used in the composites industry.

CF: Why is it important for small companies in the composites industry to have a Web site?

PG: As all of us are pretty much aware, the Internet is a new and dynamic medium that is here to stay. The way your company is viewed in this cyberspace can lead to lasting impressions of your firm. Lack of, or a poorly maintained, Web site is just not an option anymore. Much like a brochure, a Web site is becoming the new standard for business marketing. It can provide a "real time" look at your company for a prospective customer.

Your Web site gives you the opportunity to display your firm's products, processes, facilities, projects, materials, location, history and contacts to a prospective customer. Once properly designed, programmed, hosted and indexed by the search engines, the benefits of your Web site should become readily apparent.

CF: What are your marketing efforts?

PG: We advertise our services on the Internet, of course, but also periodically in *Aviation Week*, *Space Technology*, *SAMPE Journal* and *CF Magazine*. The idea is to help our business, but also draw users into the Worldwide Composites Search Engine site where users and clients have an opportunity to get together. The search engine has over 160,000 pages of composite-related information and grows monthly. The *Worldwide Composites* e-mail newsletter reaches more than 7,000 subscribers in the composites industry and typically has a listing of new and updated composite Web sites, surplus material listings and search engine additions. We also attend and display at various composite conferences during the year.

CF: Where do you see your business in five years?

PG: We hope to maintain and increase our rate of growth managing a large variety of companies and services on the Internet. Maybe we'll even manage yours! **CF**

Jennifer Sikorski is an Editor of CF Magazine. She can be reached at 703.525.0511 or jsikorski@acmanet.org.