



# Engineer-to-Order Manufacturers Competitive Strategies Revealed in Automation.com

TR Cutler, Inc., August 08, 2005

URL: <http://www.pr9.net/comp/development/2186august.html>

*Competitive Strategies of ETO Manufacturers Revealed in Automation.com*

PR9.NET August 08, 2005 - Automation.com attracts 140,000+ industrial automation customers, process control and instrumentation professionals each month. TR Cutler, the nation's leading manufacturing journalist, just authored a feature article about the Competitive Strategies being used by ETO (Engineer-to-Order) manufacturers in the global economy.

The feature article can be found at <http://www.automation.com/sitepages/pid2024.php>. In the increasingly competitive world of engineer-to-order and project-based manufacturing, companies have to operate at maximum efficiency to compete with not only domestically, but also the growing number of overseas competitors. The companies that will thrive in this environment are those that are continually looking for improvement. Cutler profiled the use of Encompix ETO ERP (enterprise resource planning) software by two ETO leaders, B&K and Orbitform for the Automation.com feature article.

Thomas R. Cutler, President & CEO of Fort Lauderdale, Florida-based TR Cutler, Inc. ([www.trcutlerinc.com](http://www.trcutlerinc.com)), is the nation's leading manufacturing journalist. [www.trcutlerinc.com](http://www.trcutlerinc.com). Cutler is the founder of the Manufacturing Media Consortium of 2000 journalists writing about trends in manufacturing. Cutler is the lead spokesperson for the ETO Institute ([www.etoinstitute.org](http://www.etoinstitute.org)). Cutler is also the author of the Manufacturers' Public Relations and Media Guide. Cutler is a frequently published author within the manufacturing sector, more than 200 feature articles annually.

Encompix ([www.encompix.com](http://www.encompix.com)) has filled the manufacturing software requirements of Engineer-to-Order companies since 1992. The company name reflects the commitment to developing business application solutions that encompass the complex areas of project-based and job-based manufacturing. Encompix provides ETO manufacturers with a competitive advantage by improving bottom line results.

Encompix  
[www.encompix.com](http://www.encompix.com)  
Roger Meloy  
513-733-0066

###

## About TR Cutler, Inc.

Professional Marketing Firm reaching the Manufacturing Community Worldwide

<b>Phone:</b>	954-486-7562
<b>FAX:</b>	954-739-4602
<b>Website:</b>	<a href="http://www.trcutlerinc.com">http://www.trcutlerinc.com</a>
<b>E-Mail:</b>	<a href="mailto:trcutler@trcutlerinc.com">trcutler@trcutlerinc.com</a>
<b>Address:</b>	3032 S. Oakland Forest Dr. Ste 2803