



Woodworking Machinery Industry Association (WMIA)



The professional trade association representing manufacturers of capital equipment for woodworking manufacturing requires effective messaging and ongoing communication campaigns that reinforce productivity and manufacturing excellence, along with content that educates end users about the advantages of factory automation. WMIA is comprised of over 170 member companies.



WMIA's agency for over a decade, FUSION assists and implements both strategic and tactical marketing plans. An educational approach is deployed using multiple, integrated tactics including trade print advertising, educational case studies, publicity articles, awards and recognition, email campaigns and webcasts. FUSION also creates a variety of collaterals including a comprehensive Source Book catalog, and technical Shop Guide.