



COMPANY:  
FOXPRO, Inc.  
Lewistown, PA

717-248-2507 / 1-866-GO-FOXPRO  
www.gofoxpro.com

PRODUCT: Digital Game Callers

ANNUAL SALES: \$4-5 Million

NUMBER OF EMPLOYEES: 24

FOUNDED: 1995

## FOXPRO, Inc., Looks to IMC for Product Development Assistance

FOXPRO, Inc., develops, manufactures, and sells digital game callers. Features like dual amplified speakers, 256 MB of digital storage, and 32 programmed sounds make these no ordinary callers, and FOXPRO has found a niche among avid hunters. In just 10 years the company has grown to 24 people, including 17 field staff throughout the U.S. who use and evaluate the devices regularly.

When the company ran into problems developing the housing for their newest caller, the FX3, they turned to the IMC for assistance.

### Research & Development

According to FOXPRO General Manager Mike Dillon, the IMC was a natural group to turn to for assistance. "The IMC had previously completed an IT assessment for us, which turned out to be quite valuable. They helped us a great deal with our web site, making a significant impact on our sales and customer relationship capabilities."

Through the IT project, FOXPRO learned of the other services available with the IMC and made the call when faced with new obstacles.

"We were struggling with the housing for our new caller. We had neither the expertise nor the time to create the right solution on our own. The IMC pulled in a local engineer, and the project progressed quickly."

Dillon remarked that the engineer approached the project with the same dedication as that of the IMC itself—with the best interest of FOXPRO and the product in mind.

"He worked effectively and efficiently, using in-depth research, analysis, and expertise to develop a concept and create CAD drawings of an all-new housing before taking the renderings to a mold."

"His work made a huge difference and helped lead to the big success of our product. The engineering of the inside paired with the design of the outside have created a solid product in all regards. Within a month of launching the FX3, sales have been stellar."

### Looking Back

According to Dillon, the success of the FX3 would probably not be at current levels if it weren't for the IMC. The quality, professionalism, and timeliness of the work gave the product an essential nudge, and helped FOXPRO reach sales goals.

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*"You can waste a lot of dollars making a lot of mistakes. By working with the expert network of the IMC, we saved money, hassle, and time," he said.*

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"The IMC does so much. They provide the resources, knowledge, and guidance to watch your company grow. I can't imagine why anyone wouldn't tap into the IMC. I can't say enough in their support, and I have no doubt that we will turn to them again."