

The Growth Playbook for Mid-Market Manufacturers

5 Strategic Shifts to Future-Proof Brand, Sales & Customer Experience



Where Is Your Opportunity For Growth?



Acquisition



Gain Organic
Market Share



New Products
Or Services



Additional
Sales Channels



Geography



Strategic
Partnerships



Expand To
New Markets



Human Capital



Technology

“Looking back at everything we’ve done, the outcome has absolutely revolutionized this business. This entire process has got the whole company saying, we can do whatever the hell we want to do. The sky is the limit.”

Kate Rome, Chief Executive Officer

How a bold rebrand, digital overhaul, and sales transformation helped Rome Grinding Solutions shift from uncertainty to unstoppable momentum.



#1 Build a Brand That Works as Hard as Your Equipment



Trend Insight: 75% of B2B buyers consider brand familiarity before engaging with sales*

The Shift:

**Strong brands clarify their purpose, align with buyer and employee values,
and project trust and innovation across every channel**

Brand-Driven Companies:

- Align internal culture with external messaging
- Deliver consistent brand experiences across the web, packaging, trade shows, and recruiting
- Tell stories that make emotional connections in a transactional industry

MAKING FOOD PRODUCTION
AS SAFE AS POSSIBLE.

For Our Family and Yours.



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AS SAFE AS POSSIBLE.

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#2 Treat Your Website Like a Salesperson—and a Storefront



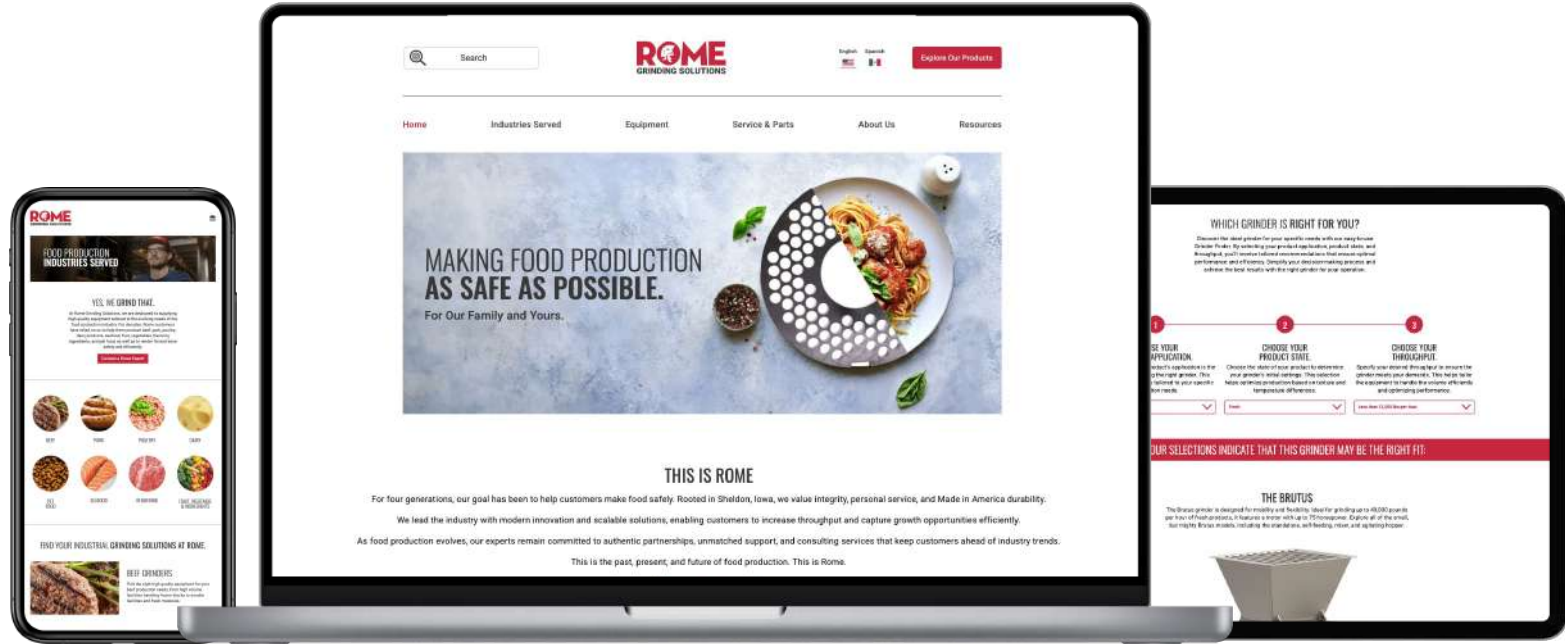
Trend Insight: Digital-first buyers expect the ability to self-educate, compare options, and move through the decision process independently. Today's B2B buyers complete 60–70% of their decision journey before speaking to sales and 35% of B2B buyers now expect eCommerce functionality.*

The Shift:

Modern manufacturers are building websites that generate leads, support digital transactions, and accelerate conversions. Your website must act as a front-line sales tool, guiding prospects, generating qualified leads, and building trust 24/7.

High-Performing Sites Offer:

- eCommerce or digital quote request capabilities
- Product finders based on throughput, application, or spec
- CRM-integrated forms and Conversational AI chat for quicker lead routing or self-guided purchases
- Value-driven content for distributors and end-users alike
- Interactive tools or calculators
- Technical specs, case studies, and clear conversion points



ROME | Website User Experience



WHICH GRINDER IS RIGHT FOR YOU?

Discover the ideal grinder for your specific needs with our easy-to-use Grinder Finder. By selecting your product application, product state, and throughput, you'll receive tailored recommendations that ensure optimal performance and efficiency. Simplify your decision-making process and achieve the best results with the right grinder for your operation.

1

CHOOSE YOUR PRODUCT APPLICATION.

Understanding your product's application is the first step in selecting the right grinder. This ensures the grinder is tailored to your specific production needs.

Processing

2

CHOOSE YOUR PRODUCT STATE.

Choose the state of your product to determine your grinder's initial settings. This selection helps optimize production based on texture and temperature differences.

Pre-Grated/Pre-cut

3

CHOOSE YOUR THROUGHPUT.

Specify your desired throughput to ensure the grinder meets your demands. This helps tailor the equipment to handle the volume efficiently and optimizes performance.

Select Your Product Requirement

YOUR SELECTIONS INDICATE THAT THIS GRINDER MAY BE THE RIGHT FIT:

THE MAXIMUS

The Maximus grinder is manufactured to meet a wide range of industrial food production needs. Ideal for grinding up to 150,000 pounds per hour of frozen block and pre-broiled products, it features a motor with up to 250 horsepower. Explore all available Maximus grinder models, including the standard, self-heating, mixer, and upgrading hopper.



Maximus 1612 FBS shown

Learn More About The Maximus

Download Brochure

Request a Quote

Email Your Results

Search

ROME
GRINDING SOLUTIONS

English Spanish

Explore Our Products

Home

Industries Served

Equipment

Service & Parts

About Us

Resources

EQUIPMENT

Industrial Grinders

The Brutus
The Titan
The Maximus
The Colossus

Custom Solutions
Rome Reclaim
System (RRS)



EQUIPMENT
Industrial Food
Production Equipment



INDUSTRIAL GRINDERS
High Torque Model
in the U.S.A.



MEET THE BRUTUS
Our Smallest
Grinder



MEET THE TITAN
Our Most Versatile
Grinder



MEET THE MAXIMUS
Our Largest
Grinder



MEET THE COLOSSUS
Our Newest Grinder



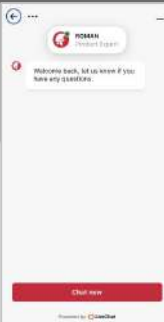
CUSTOM SOLUTIONS
Tailor Made For Each
Customer



ROME RECLAIM
SYSTEM (RRS)
Slow Yield, Less
Contamination

INSIGHTS FROM OUR INDUSTRY EXPERTS

Industrial food production means that your job may be on the line with every decision you make. You need equipment designed, manufactured, or serviced, our goal is to provide the equipment you need to make the right decisions, every time. Find our most recent industry insights by subscribing to our email newsletter to receive our next article as soon as it's published.



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GRINDING SOLUTIONS



MAKING FOOD PRODUCTION AS SAFE AS POSSIBLE.

For Our Family and Yours.



rome grindingsolutions.com

#3 Maximize Events with an Omnichannel Strategy



Trend Insight: 65% of B2B buyers attend fewer in-person events, those who do are looking for deeper, more personalized engagement across multiple channels. Events remain a key channel—yet many manufacturers underutilize trade shows by focusing solely on booth design or swag.*

The Shift:

Your trade show strategy should create a connected brand experience that is consistent across digital, physical, and human touchpoints. Smart exhibitors use trade shows as campaign centers, leveraging digital outreach to amplify reach and drive ROI.

A Modern Trade Show Strategy Includes:

- Pre-show targeting with LinkedIn and display ads campaigns
- Sponsored sessions or on-site experiences for brand authority
- Story-driven booth design and photography
- Staff training to deliver unified messaging
- Post-show follow-up driven by marketing automation and CRM workflow

ROME | Trade Show Booth Brand Experience





#4 Align Sales & Marketing to Accelerate Lead Generation



Trend Insight: The line between sales and marketing is blurring, but most manufacturers still operate with disconnected teams, outdated messaging, and limited tech enablement. Companies with aligned sales and marketing functions generate 38% higher win rates and grow 70% faster than their peers.*

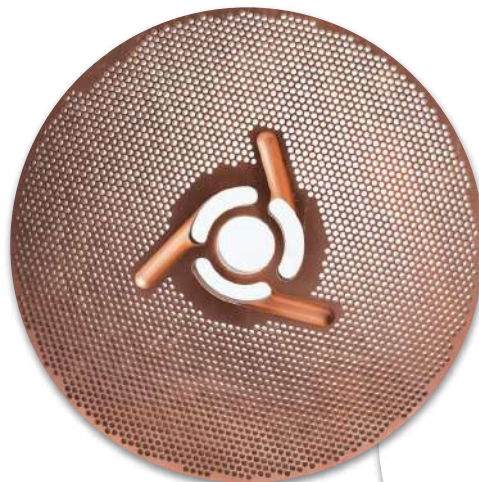
The Shift:

When your sales and marketing functions are integrated, your team can move faster, sell smarter, and respond to shifting customer needs. Revenue teams are integrating content, campaigns, and customer insight powered by shared tech and playbooks.

Unified Teams Prioritize:

- Clear ICPs and targeted campaign frameworks
- AI Agent Automation - lead scoring, outreach and nurturing
- Modernized sales enablement tools (e.g., case studies, video, templates)
- Sales training to reinforce unified messaging and use of digital assets
- Joint planning for key accounts, events, and campaigns
- Messaging libraries and modular presentation tools

*LinkedIn & HubSpot – The State of Sales Enablement



ROME
GRINDING SOLUTIONS

Rome manufactures a wide range of industrial grinders designed to safely meet the needs of the food production industry. Each grinder is positioned as the solution to a specific set of customer needs. Taken together, they represent a family—united by their heritage but individually unique.

THE BRUTUS
Our smallest grinder.

Built from carbon steel and stainless steel for durability, longevity, durability, and flexibility.

THE MAXIMUS
Our largest grinder.

Designed to improve production and increase product yield with grind rates up to 150,000 pounds per hour.

THE TITAN
Our most versatile grinder.

Designed for quick changeovers. Its accommodate different products, decreasing downtime with minimal parts and easy sanitation.

THE COLOSSUS
Our most powerful grinder.

Combines pre-breaking and grinding for extreme cold products without tempering. Space-saving, high-output, and built for frozen performance.

rome.grindingsolutions.com
800-443-0557

Oscar - The Budget-Conscious Planner

ROLE: Financial Controller or Procurement Manager with a focus on capital expenditure and ROI

REPORTS TO: Chief Financial Officer (CFO)

Priorities

Cost, including total purchase price and long-term maintenance expenses. Efficiency and durability are also important.

Expectations

Clear communication regarding cost-benefit analysis and equipment maintenance. Focuses on value and reliable equipment with minimal operational issues.

Michael - The Relationship-Valuing Manager

ROLE: Plant Manager or Director of Operations who values strong vendor relationships and after-sales support.

REPORTS TO: Director of Operations

AUTHORITY: Michael is a decision-maker with the authority to initiate purchases and recommend vendors. He places high value on vendor relationships and after-sales support, influencing vendor selection based on these criteria.

Priorities

Quality and reliability of equipment, customer and vendor relationships, and a reputable brand.

Decision Drivers

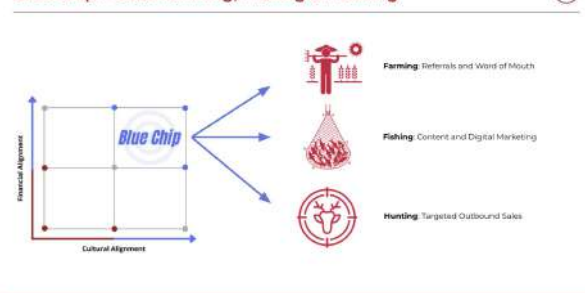
Service quality, responsiveness, and personal relationships with the vendor. Prefers vendor reliability and customer service and can offer valuable insights.

Buying Process

Expectations

Regular, proactive check-ins from the vendor and quick response times for service calls. Enjoys having a personal connection with the vendor and values integrity and honesty in sales and service staff.

Blue Chip Focus: Farming, Fishing & Hunting



ROME | Business Cards, Brand Folder and Sell Sheets



KATE ROME
Chief Executive Officer

kate@romegrindingsolutions.com
1427 Western Ave, Sheldon, IA 51201
Office: 800-443-0557
romegrindingsolutions.com

ROME
GRINDING SOLUTIONS



MEET THE MAXIMUS

The Maximus grinder is engineered for strength, durability, and long-lasting performance. Designed to enhance production processes and increase yield, the Maximus is customizable to meet your specific food production needs.

(Shown Above is 1612 100)

MAXIMUS 1109 BG, MAXIMUS 1109 FBG,
MAXIMUS 1109 FBG HD, MAXIMUS 1675, MAXIMUS 1612 FBG,
MAXIMUS 1612 BG, MAXIMUS 1666F

Ideal for frozen blocks, tempered frozen, and bone grinding, the Maximus can be built with an up to 150 horsepower motor that is capable of handling up to 25,000 pounds per hour of food products through an 18-inch or 24-inch plate. Contact us directly to learn more about which of the models below best meets your industrial food production needs.

800-443-0557 • romegrindingsolutions.com

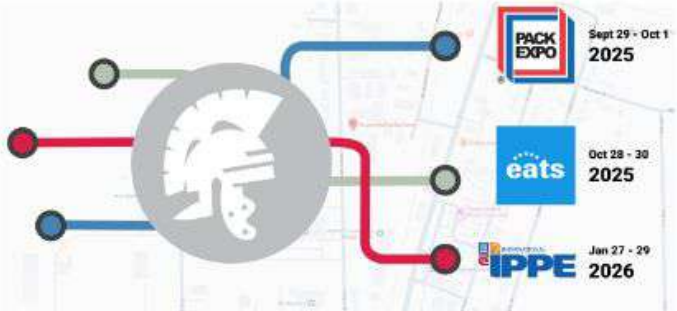
FOR YOU STARTS WITH YOUR NEEDS

HP	Final	Voltage	Horsepower	HPA	TPA
Rate	Grind Rate				
100	100-150	208/240	100	Y	N
150	150-200	208/240	150	Y	N
200	200-250	208/240	200	Y	N
250	250-300	208/240	250	Y	N
300	300-350	208/240	300	Y	N
350	350-400	208/240	350	Y	N
400	400-450	208/240	400	Y	N
450	450-500	208/240	450	Y	N
500	500-550	208/240	500	Y	N
550	550-600	208/240	550	Y	N
600	600-650	208/240	600	Y	N
650	650-700	208/240	650	Y	N
700	700-750	208/240	700	Y	N
750	750-800	208/240	750	Y	N
800	800-850	208/240	800	Y	N
850	850-900	208/240	850	Y	N
900	900-950	208/240	900	Y	N
950	950-1000	208/240	950	Y	N
1000	1000-1050	208/240	1000	Y	N
1050	1050-1100	208/240	1050	Y	N
1100	1100-1150	208/240	1100	Y	N
1150	1150-1200	208/240	1150	Y	N
1200	1200-1250	208/240	1200	Y	N
1250	1250-1300	208/240	1250	Y	N
1300	1300-1350	208/240	1300	Y	N
1350	1350-1400	208/240	1350	Y	N
1400	1400-1450	208/240	1400	Y	N
1450	1450-1500	208/240	1450	Y	N
1500	1500-1550	208/240	1500	Y	N
1550	1550-1600	208/240	1550	Y	N
1600	1600-1650	208/240	1600	Y	N
1650	1650-1700	208/240	1650	Y	N
1700	1700-1750	208/240	1700	Y	N
1750	1750-1800	208/240	1750	Y	N
1800	1800-1850	208/240	1800	Y	N
1850	1850-1900	208/240	1850	Y	N
1900	1900-1950	208/240	1900	Y	N
1950	1950-2000	208/240	1950	Y	N
2000	2000-2050	208/240	2000	Y	N
2050	2050-2100	208/240	2050	Y	N
2100	2100-2150	208/240	2100	Y	N
2150	2150-2200	208/240	2150	Y	N
2200	2200-2250	208/240	2200	Y	N
2250	2250-2300	208/240	2250	Y	N
2300	2300-2350	208/240	2300	Y	N
2350	2350-2400	208/240	2350	Y	N
2400	2400-2450	208/240	2400	Y	N
2450	2450-2500	208/240	2450	Y	N
2500	2500-2550	208/240	2500	Y	N
2550	2550-2600	208/240	2550	Y	N
2600	2600-2650	208/240	2600	Y	N
2650	2650-2700	208/240	2650	Y	N
2700	2700-2750	208/240	2700	Y	N
2750	2750-2800	208/240	2750	Y	N
2800	2800-2850	208/240	2800	Y	N
2850	2850-2900	208/240	2850	Y	N
2900	2900-2950	208/240	2900	Y	N
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4200	4200-4250	208/240	4200	Y	N
4250	4250-4300	208/240	4250	Y	N
4300	4300-4350	208/240	4300	Y	N
4350	4350-4400	208/240	4350	Y	N
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4550	4550-4600	208/240	4550	Y	N
4600	4600-4650	208/240	4600	Y	N
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8450	8450-8500	208/240	8450	Y	N
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9100	9100-9150	208/240	9100	Y	N
9150	9150-9200	208/240	9150	Y	N
9200	9200-9250	208/240	9200	Y	N
9250	9250-9300	208/240	9250	Y	N

All Roads Lead to Rome



ALL ROADS LEAD TO ROME



Schedule a Consultation

FIND US ALONG EVERY STOP OF YOUR FOOD MANUFACTURING JOURNEY

FIRST STOP



The PACK Expo kicks off a busy trade show season for all of us in the food production industry. Join us in Las Vegas to learn more about our durable grinders, innovative add-ons, and aftermarket support.

150 12 39 45

COMING TO IPPE, THE COLOSSUS

Combining pre-breaking and grinding in a single unit, the Colossus streamlines your process while protecting your equipment. Available in 11" or 16" assemblies, it's customizable to meet the demands of your toughest frozen and tempered applications.

Discover The Colossus

150 12 39 45



BUILD YOUR LINE. MAXIMIZE PERFORMANCE. MAINTAIN THE INVESTMENT.

GRINDERS



THE BRUTUS

Our smallest grinder. Built from carbon steel and stainless steel for mobility, longevity, durability and flexibility.



THE TITAN

Our most versatile. Designed for your application and accommodates all processing demands, parts and easy use.



THE MAXIMUS

Our largest grinder. Designed to improve sanitation and increase product yield.



THE COLOSSUS

Our most powerful. Customized production for extreme cold.

ADD-ON INNOVATION



HERCULES GEARBOXES

PLATE SHAPERS

CONVEYOR SYSTEMS

SAFETY STATION

SPARE PARTS

PARTS CART

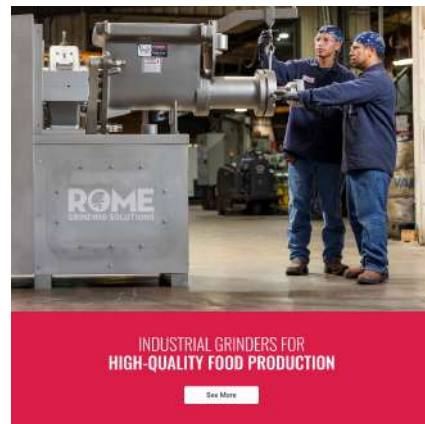
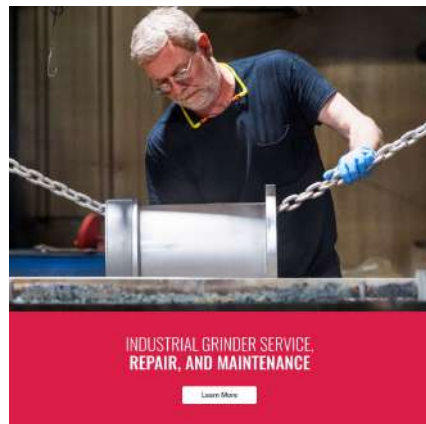
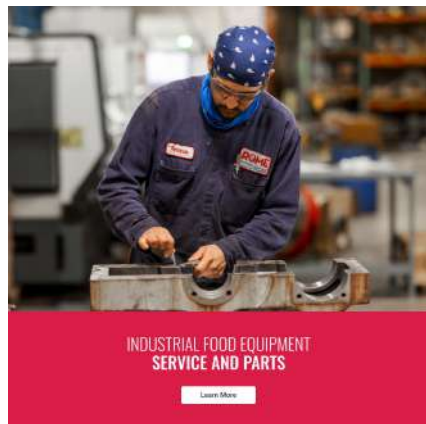
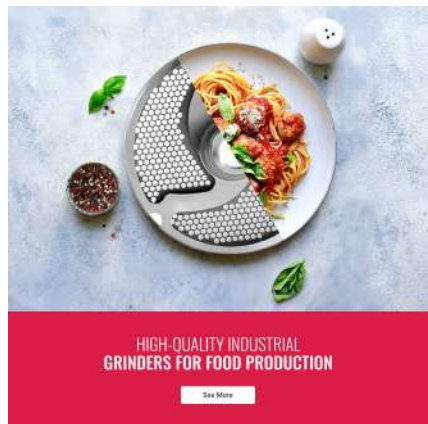
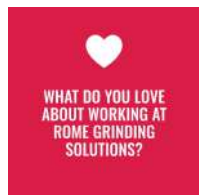


SEE WHAT'S NEXT IN FOOD PRODUCTION: VISIT ROME AT PACK EXPO 2025



September 29 - October 1, 2025
Las Vegas Convention Center
Las Vegas, Nevada USA

Learn More About PACK Expo



#5 Build a Revenue Gen System—Not Just a Marketing Plan



Trend Insight: Growth can't rely on a few talented individuals or one-off initiatives. Manufacturers need scalable systems that connect strategy, execution, and accountability. The top B2B growth leaders are building cross-functional, system-based approaches that tie every initiative back to revenue*

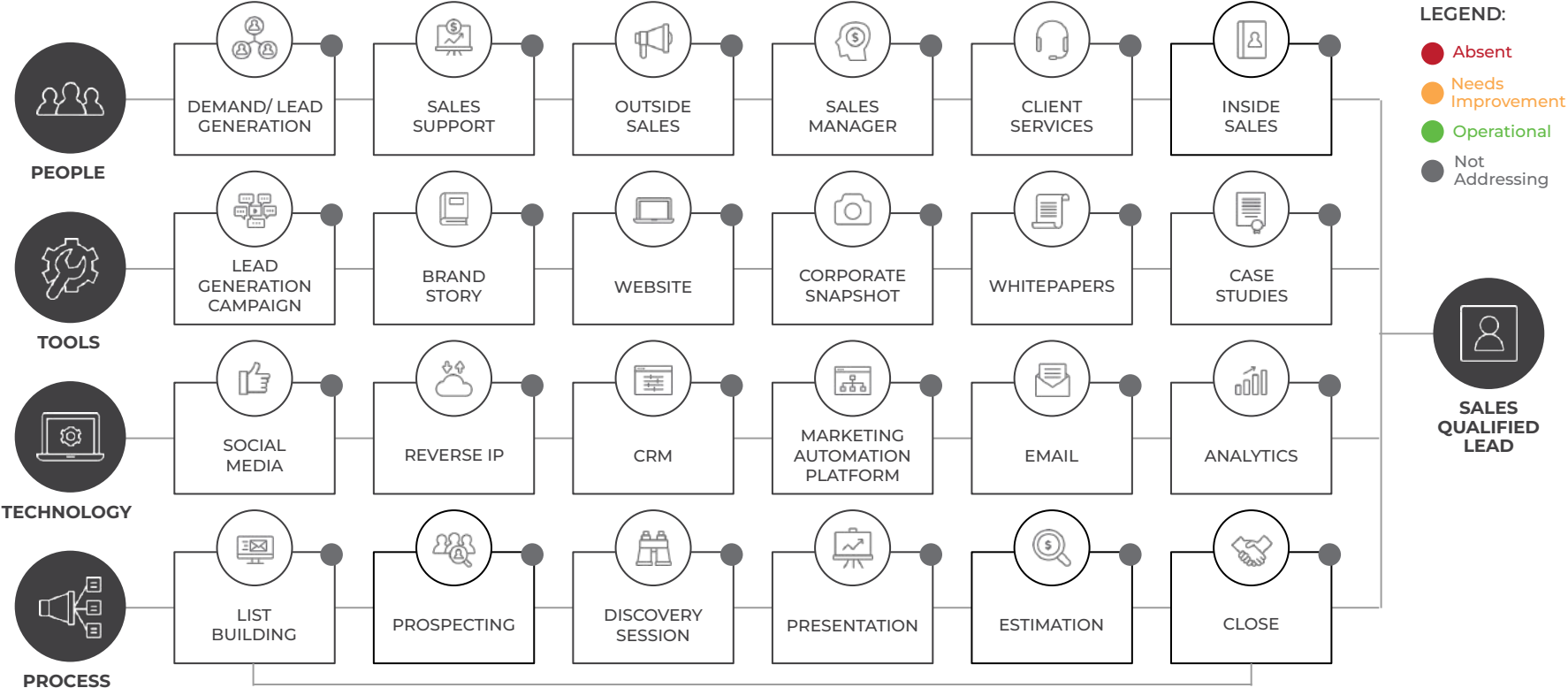
The Shift:

To sustain growth, manufacturers must move from one-off campaigns to an integrated Revenue Generation System that consistently attracts, converts, and grows accounts

Unified Teams Prioritize:

- A go-to-market roadmap with defined roles and KPIs
- Integrated tech stack (CRM, automation, AI, analytics)
- Campaign calendars tied to revenue goals
- Real-time reporting for decision-making and reinvestment

A Scalable Revenue Generation System





“Changing our sales tactics and having better marketing collateral in our presentations has really helped us level up. In the last few months, we’ve seen an incredible amount of new potential customers and we’re quoting an incredible amount of new large projects.”

Kate Rome, Chief Executive Officer

Final Thoughts



Your Brand is a Growth Engine – Make it work as hard as you do by aligning your culture, value messaging, and market positioning.

Your Website is a Salesperson – Treat it like a 24/7 revenue driver with tools, content, and capabilities that move buyers forward.

Events are Campaigns, Not Just Booths – Integrate digital and in-person touchpoints to maximize ROI before, during, and after.

Sales & Marketing are One Team – Share goals, tools, and messaging to accelerate lead generation and win rates.

Systems Create Sustainable Growth – Build a Revenue Generation System that connects strategy, execution, and measurement.

Growth is a Choice – Every shift you make today sets the trajectory for where your business can go tomorrow.





growth is a choice.
are you ready for it?

kathy@redcaffeine.com | 630.785.6903