

How Brechbuhler Scales Built Brand Loyalty and Culture Through "The Weigh It Is" Podcast



For nearly a century, the weighing and scale industry operated primarily behind closed doors. The nature of the work, preventative maintenance, heavy-capacity logistics, and scale calibrations, was crucial to the economy but lacked a modern, engaging platform to showcase the incredible talent and grit of its workforce.



OPPORTUNITY

1

Brand Modernization

How does a 4th-generation, historic family business (established in 1929) modernize its brand image without losing its blue-collar authenticity?

2

Recruitment/Retention

In a highly competitive industrial market, the company needed a compelling way to showcase its core values (Do, Serve, Team) and "American Grit" culture to attract top-tier technicians and retain legacy talent.

3

Complex Enterprise Marketing

Brechbuhler needed a unified way to market distinctly unique brands and services (Brechbuhler Scales, B-TEK Scales, and Instrument Calibration Solutions) under one cohesive cultural message.

SOLUTION



Authentic Content Generation

Instead of highly polished corporate commercials, the solution relied on candid storytelling, highlighting a team member's 47-year career or an employee's journey from shipping clerk to heavy capacity logistics manager.



Showcasing Technical Expertise

Dedicated episodes focused on high-level services, such as "Engineered Solutions" and complex automation, proving technical competence to potential B2B clients in a conversational way.

ACTION

- 1 Developed the podcast "The Weigh It Is," hosted by internal experts, to sit down with team members across the company, from shipping clerks to regional managers and senior systems engineers.
- 2 Framed content around the "American Grit" culture campaign, ensuring episodes highlighted real-life lessons, decades of experience, and honest, unscripted shop talk.
- 3 Distributed the content via YouTube, leveraging long-form (30-50 minute) conversational formats and short-form social media clips



OUTCOME



Cultural Buy-in: Successfully established the "American Grit" identity internally, giving employees a platform to be heard and celebrated.



Modernized Sales Enablement: Provided the sales reps with authentic, candid content that opens doors and changes the conversation with B2B prospects.



Unified the Brand: Successfully highlighted different facets of the business under the single Brechbuhler cultural umbrella.



Award-Winning Production: Recognized by the 2026 Communicator Awards as a B2B video series winner.



Want to learn more about podcast production?



724-676-4965



info@50marketing.com