



Profiles of Technology
IN TENNESSEE

Family-Owned Business Nets Broad Client Base, Thanks to High-Speed Internet

Name: Lodge Cast Iron

Location:
South Pittsburg/Marion County

Products/Services:
Cast iron goods

Leadership: Michael Whitfield,
VP of Manufacturing

Founded:
1896

Reach:
Global

Innovative Insight: *“By incorporating our production and marketing programs to reach various sectors of the market, the Internet is the most cost-effective tool. Additionally, electronic communication enhances the ability of companies to communicate with customers and suppliers on all levels of bidding for projects and financial transactions.”*

Importance of Broadband:
“Without question, the use of broadband communications will continue to be the lifeblood of our state’s economy.”

South Pittsburg, TN – The small town of South Pittsburg nestled in the Appalachian Mountains might not seem like a likely location for a booming, worldwide Internet business, but out of this tiny community comes the finest cast iron cookware in the world. Lodge Cast Iron began making cookware during the first presidential term of William McKinley. Amazingly, some of the first cast iron skillets, griddles and Dutch ovens made over 100 years ago are still being put to good use.

Today, Lodge Cast Iron remains a family-owned, family-operated business producing the most extensive selection of quality cast iron goods on the market. Lodge now offers an expanded line of cast iron cookware for America’s kitchens—Dutch ovens, the largest selection of cast iron skillets on the market, deep fryers, country kettles and more. When cooking outdoors, Lodge Cast Iron goes, too, with camp Dutch ovens, griddles, combo cookers and grills.

Lodge Cast Iron first went online in 2000 and today their website draws nearly one million visitors a year! The content of the website is managed in-house by the Customer Service and Marketing Departments. And with a customer base from all over the world, broadband technology is fundamental to the continued success of the company.

“By incorporating our production and marketing programs to reach various sectors of the market, the Internet is the most cost-effective tool,” notes Lodge Cast Iron’s VP of Manufacturing, Michael Whitfield. “Additionally, electronic communication enhances the ability of companies to communicate with customers and suppliers on all levels of bidding for projects and financial transactions.”

As a member of the Marion County eCS Leadership Team, Michael maintains that high-speed Internet is the key to increased business and economic development opportunities across the state.

“Without question, the use of broadband communications will continue to be the lifeblood of our state’s economy,” he says. “Tennessee is positioned at the crossroad of the South, but is also positioned as a distribution point for the Midwest, Southwest and Northeast. Tennessee is in a prime location for the expansion of research and development, manufacturing, distribution and education centers. The location of our state provides an excellent launch pad for endless opportunities.”

Related Links: www.lodgemfg.com

About TN 95:

Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state's 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at www.connectedtn.org or call 615-242-9508.