



Total Plastics manufactures plastic products, including sheet, rod, tubing and film for a variety of industrial clients.

TOTAL PLASTICS ADDS VALUE TO ITS CLIENTS' PRODUCTS

BY BRIAN SALGADO

As a full-line distributor of plastics to the manufacturing industry, Total Plastics Inc. is constantly acquiring new products, services, equipment and tools to add value for its customers, according to Russ Walters, vice president of sales and marketing.

"We're also looking for better ways to utilize our people and equipment through internal expertise and the help of our suppliers, therefore lowering the costs for our customers."

Total Plastics supplies thousands of different plastic products, including sheet, rod, tubing and film, to a variety of industrial users, according to Walters. The company was founded in Kalamazoo, Mich., by John Kozacki and Jerome Kollig in 1978. In 1996, Total Plastics became a wholly owned subsidiary of A.M. Castle & Co., and has since expanded to include locations in Baltimore; Detroit and Grand Rapids, Mich.;

Pittsburgh and Harrisburg, Pa.; Knoxville, Tenn.; Tampa, Fla.; Chicago; Indianapolis and Fort Wayne, Ind.; Mount Vernon, N.Y.; Trenton, N.J.; Cleveland; and Worcester, Mass.

"We serve customers from coast to coast, but our primary focus is the Midwest and along the East Coast," Walters says. "Some of our target markets include marine, automotive, food processing, medical applications, electronics, transportation, point-of-purchase displays and framing."

The company sells stock raw materials as received from its suppliers, cut-to-size goods and kits ready for use and/or assembly. "We are full-service distributors for our customers, so we do as much as required to meet their needs," Walters says. "We've positioned ourselves as a full-line, stocking distributor with an ever-increasing supply of products to meet the changing needs of our customer base.

"We also have the ability to meet exact requirements through fabrication, die cutting, machining, cut-to-size and sub-assembly fabrication capabilities where customers require those services."

Walters notes customers continue to demand an efficient supply chain that makes it easier to buy products at competitive

PROFILE

Total Plastics Inc.
www.totalplastics.com
 2006 sales: \$115 million
 HQ: Kalamazoo, Mich.
 Employees: 350
 Products: Plastic parts
 Russ Walters: "Helping our customers select the right product is one of our key strengths."



prices. "Our select group of high-quality suppliers allow us to provide the right product at the right price," he explains. "We focus on providing quality products that meet the needs of the end-user and allow them to avoid product failures and the related costs."

To make sure customers get what they need, Total Plastics' suppliers offer a wide range of products for whatever job is at hand. Walters says its in-house engineers help specify the correct products when the customer needs this assistance.

"We have the products and services our customers need, so they can manufacture quality product at the right price and be competitive in their marketplace," Walters says. "Helping our customers select the right product is one of our key strengths."

CONTINUED GROWTH

Total Plastics has a three-pronged plan for its growth, according to Walters. First, the company plans on increasing sales at its existing branches by expanding its product offering and service capabilities. "We're listening to our customers and adding products and services based on their requests to streamline their operations and supply chain," Walters says.

The company will also continue to grow geographically to follow its customer base. For instance, Walters says Total Plastics

opened its newest location in Knoxville because of the growth of the marine industry in and around the city. "Our new site allows us to shorten the lead time to these customers," Walters adds. "We will continue to look for geographic expansion opportunities that add value to the market."

Total Plastics has made acquisitions in the past and will continue to look for attractive acquisition candidates that would blend well with the existing network of sites. Its primary strategy remains growing through existing assets and adding locations, but Walters says the company keeps an eye out for the right opportunity, and will pursue an acquisition when it makes sense.

"Our parent company, A.M. Castle & Co., wants us to continue to grow within the plastics distribution market," Walters adds. "They support our desires to expand and have provided the financial resources needed for us to grow. We have the capital to buy top-of-the-line equipment and expand our warehousing capacity, as needed, to meet our growth targets. High-quality saws and equipment allow us to be more efficient with less downtime and allow us to provide the service our customers require. We're constantly looking for ways to improve our supply chain and upgrade our operations with state-of-the-art equipment on an annual basis." **MTI**



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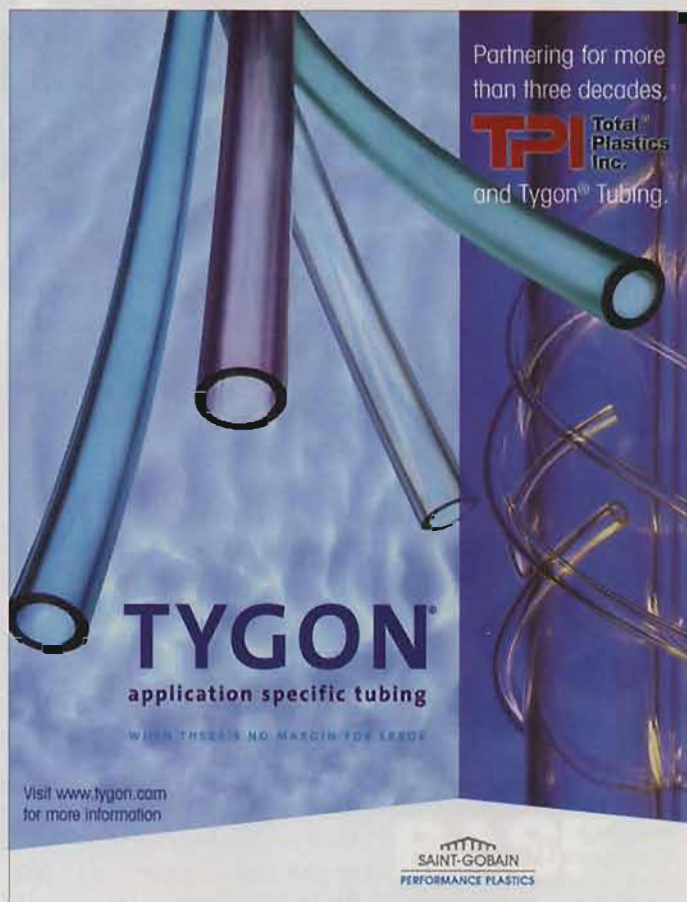
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