Robert Killebrew

Partner MKS Plastics LLC





About MKS Plastics

- Privately-held producer of plastic pail containers, primarily for the automotive/transportation industry
- Established in 2014
- Headquarters in Southern Louisiana
- 43 full-time employees
- 24/7 operations





Passionate about customer service, but we were reliant on external HT label sourcing

- Outside suppliers had order minimums that were unrealistic for MKS customers
 - Higher costs
 - Waste due to shelf-life limits or obsolescence
- Less flexibility
- Substantially longer lead times





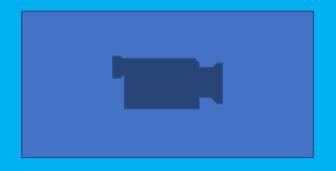
The answer for MKS Plastics – bring in house

Xeikon 3300
Heat Transfer
Label Solution
Training





Run Video





The Results

- Customer satisfaction!
- Went from order-to-ship time of <u>3 months</u> to <u>14 days</u>
- Label quality is equal to or better than flexographic process
- Increased manufacturing capacity
 - from 4 lines to 6 lines



My Advice ...

- Don't just understand the customer's pain points today; anticipate their needs tomorrow
- Runs are getting shorter and SKUs are expanding rapidly how will you meet customer expectations?
- Stay abreast of the technology
- Flexibility is the new normal don't be afraid to think out of the box – we are a plastic pail manufacturer, who prints



Thank you!

