

FOR IMMEDIATE RELEASE

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DONNELLY SHARES KEYS TO SUCCESS AT PLASTICS NEWS SURVIVAL BOOT CAMP

ALEXANDRIA, Minn. – Donnelly Custom Manufacturing Company today announced that its president, Ron Kirscht, has been selected to participate in an executive roundtable discussion at the inaugural Plastics News Survival Boot Camp September 13 through September 14 in Rosemont, Ill. The discussion is entitled “Differentiation and Innovation as Growth Drivers.”

“I am grateful to be chosen to speak to my colleagues and share Donnelly’s keys to success,” said Kirscht. “It is a perfect fit for Donnelly because differentiation, discipline and innovation are the ways we set ourselves apart in short-run manufacturing.”

Kirscht has extensive experience in the manufacturing industry and has been instrumental in positioning Donnelly as a leading specialist in short-run custom injection molding. Short-run manufacturing is a niche many companies avoid because of the complexities it involves. By following this strategic, focused business model, Donnelly has sustained growth in domestic and international sales. Kirscht will share his insights and strategies to success with conference attendees.

Kirscht will highlight how Donnelly remains competitive in today’s complex manufacturing business environment by focusing efforts where they will have the greatest impact: Innovation and improvement. By investing in the right markets, methods and people, Donnelly has developed services and offerings that original equipment manufacturers value.

Kirscht will speak to embodying a strategy that provides compelling value to customers. He has helped lead Donnelly’s process approach and steadfast pursuit to setting the standards in short-run molding.

Based in Alexandria, Minn., Donnelly’s 230 employees are dedicated to setting the standards in the custom injection-molding marketplace for “How Short Run Is Done.” The company’s focus is on providing its OEM customers with value added engineering and highly customized manufacturing and customer support services. A strong customer service orientation ensures outstanding customer satisfaction. Visit www.donnmfg.com to learn more.

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