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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 3 months to 14 days
- 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!

