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MACK MOLDING / Ray Burns '74



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Mack Molding Co.

During the early 2000s, Mack Molding took a hard look at itself. As much U.S. manufacturing was migrating overseas, the supplier of contract manufacturing services and molded plastic parts developed a new business model. "Mack was not going to join the race toward offshore manufacturing," says Ray Burns '74, president of Mack's southern division. "It chose to concentrate on markets with large products that required extremely high quality and were complex to manufacture—thus, less likely to go overseas."

Mack's southern division, which has factories in South and North Carolina, invested in large-part markets, such as those for heavy trucks, utility vehicles, and big-screen TVs. With factories in Vermont and Massachusetts, Mack's northern division expanded its position in the medical market.

The strategy paid off. Today, both divisions serve robust customer bases in their regions.

www.mack.com

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