

IN THE NEWS

50 COMPANIES TO WATCH - ALUMNI CONNECTIONS; MEET A FELLOW AWARDEE

<https://michigan.companiestowatch.org/index.ctw>
<http://www.michigancelebrates.biz/>

About the company:

Located in Zeeland and employing 85 people, Primera Plastics is a precision plastics injection molder for the automotive, office and office medical furniture industries

Impact of MI50 award:

1. Being a MI50 CTW has brought us significant value as a second stage company. The visibility of this recognition has been significant within our industry and among our local business community. Being among this group is a strong statement, especially in these difficult economic times. We understand and embrace what it means to be a MI50 CTW and the responsibility it brings to be successful. Primera Plastics is ready and welcomes this challenge.
2. Primera Plastics has also participated in Peerspectives roundtables and has incorporated a hands-on management style. This has allowed us as owners to be fully engaged and craft the path to our success.
3. I was invited by President Obama to attend the Jobs Summit on December 3, 2009. I was able to ask the president a question and dialoged about the financial needs of small business. See the video.

Your biggest challenge:

Our greatest challenge for 2010 is the ability to finance the controlled growth. We have acquired over 400 molds through take-over business in 2009. Banks have tightened credit lines as have raw material suppliers. Though not impossible, focusing on cash flow is the #1 priority for most, if not all second-stage companies. In today's business, one has to review cash flow on a daily basis and adjust as needed. You only run out of cash once.

Community involvement:

Working and mentoring at-risk kids.



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