

Change Brings Success to Marlin Wire

When Marlin Wire (2640 Merchant Drive) first joined Merritt Properties in 1998, they were manufacturing wire racks for drying bagels. Soon, however, low carb diets and competition from China threatened the company's future, and Marlin Wire President Drew Greenblatt realized that he needed to make a dramatic change to remain in business.

Investing \$1.2 million in mechanical robots, Greenblatt began manufacturing specialized wire baskets and hooks for businesses in a variety of industries, including biotech, medical, aerospace, fashion and food services. In addition to expanding the company's manufacturing line, the robots (see picture) have significantly cut production time.

Having now established a reputation for producing a high-quality product within a quick turnaround time, Marlin Wire has increased revenue from \$800,000 in 1998 to \$3 million in 2007. The company has also been featured in *Newsweek*, *The Washington Post*, *Baltimore Business Journal* and other trade publications.

Merritt continues to handle the company's real estate needs. "It's really neat because we farm out our legal, accounting and real estate issues. The excellent service from Josie, George and the rest of the customer service team makes it very difficult for us to ever think about moving [elsewhere]," said Greenblatt. "We can focus on manufacturing a high quality product and shipping quickly. We have no need to focus on real estate issues because Merritt Properties takes care of that. They are adept at responding and resolving problems quickly." In fact, the company is looking to expand soon.



Change: *To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better.* – King Whitney Jr.