



EarthTimes

Biggest Order of the Year - Marlin Steel Wire Ships 5,000 Stainless Wire Baskets in Three Weeks - Fastest in Industry

Client opening up a new factory demanded its wire basket manufacturer to ship 5,000 baskets in 2009. [Marlin Steel Wire beats competition](#) with speed and ships all 5,000 baskets eight weeks faster than its competition.

(Vocus) November 30, 2009 -- A Midwest factory needed 5,000 custom stainless steel baskets fast. They needed the baskets to flow nicely with their existing baskets and conveyor systems so the dimensions had to be perfect. The incumbent wire basket vendor could not ship this year. But the multi billion-dollar client needed high quality baskets this calendar year.

They were stunned when they found out that [Marlin Steel Wire](#) said they could ship in six weeks. Due to the lean practices deployed at Marlin Steel Wire and the \$2mil of newly purchased robots, Marlin Steel can ship 5,000 baskets fast and exceed client's delivery and quality expectations.

Marlin Steel Wire President, Drew Greenblatt, said to his staff at a weekly production meeting, "Shipping fast great quality baskets with wonderful engineering will enable us to have another record breaking year." Greenblatt went on to say that, "[Custom wire baskets](#) are our sweet spot. No one ships faster. That is why we are growing and hiring people in the middle of a recession."

Use It or Lose It American industrial companies are winding down their year-end capital expenditure budgets. Many companies have policies that capital expenditure budgets must be spent in full before year end or they will have less funds to invest in next year's budget. Marlin Steel Wire is uniquely poised to assist manufacturers to meet challenging deadlines and receive productive wire baskets or wire hooks or wire forms for material handling, dipping, cleaning, processing before year-end. Despite the tight deadline, Marlin Steel Wire can hit your deadline.

Marlin Steel Wire is fast - The key to the speed of Marlin Steel Wire is three fold: Lean Manufacturing – Marlin Wire makes all projects utilizing the [Toyota Way principles of "one piece flow."](#) Each basket goes from start to finish in one smooth flow. Enabling

each team member to confirm quality at each stage of the production process. Quality control check fixtures confirm the tolerances between each step. Rework and piles of work in process are non-existent at the Marlin Steel Wire plant.

[Fast Robots](#) – Marlin Steel has invested over \$2,000,000 in new robot technology accelerating the production speed faster than all in the industry. [Robots weld, bend](#) and cut baskets and wire forms at a staggering pace.

Great People – training super talent and investing in their growth has enabled Marlin Steel to create a eco system of superior players that ship products fast. Each of the employees is cross-trained on multiple manufacturing cells so they are fluid throughout the entire plant. Simon Matthews, Marlin Steel Wire’s plant manager said that his people “tear into projects like this. They demand “give me more wire basket orders.””

MARLIN STEEL WIRE PRODUCTS is a 41-year old manufacturer of wire baskets and [wire forms and hooks](#). Exporting baskets and hooks all over the world.

<http://www.earthtimes.org/articles/show/biggest-order-of-the-year,1065112.shtml>