

Original Press release

MBK Tape Solutions
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USA

Double Digit Growth In 2013

Top Reasons for MBK Tape Solutions Success

Chatsworth, CA – MBK Tape Solutions, a global leader in the tape converting industry has exceeded their growth expectations this year. Besides a recovering economy and in particular, the manufacturing sector, many other factors contribute to their growth; sales reorganization, training and goal setting.

The evolution began in 2012 when Jason A. Zajac came aboard as VP of Sales and reorganized the sales structure to have a customer centric approach. The outside sales team set goals to get closer to their customers' businesses by building relationships and reacting quickly to their needs. In turn, MBK was able to find more ways to service existing clients and get more substantial opportunities from new clients. The inside sales team set goals to get closer to outside sales and their customers, allowing for customer support. The customer service team stepped into high gear working closer than ever with both inside and outside sales for a well-rounded client approach.

"We attribute much of the growth to our new sales structure as well as our ability to react quickly when our customers call on us. Our outside territory based sales structure along with our talented inside sales and customer service department has really strengthened our position in the converting world. We have made a concentrated effort in our outside sales organization to be closer to the customers thus giving us more access to customers that can utilize all our converting and slitting services," stated Zajac in an interview.

Jeff Kaminski, the President of MBK, is a firm believer in investing in and growing the people in the company. Kaminski required all managers and sales representatives to go through training, focusing on personal and business growth. The doors of communication were opened and in turn, MBK managers became more effective. With a focus on teamwork and quarterly goals, accountability and pride in work has become the standard. With all this push to become your best, the MBK team has become even more creative, efficient and productive this past year.

With a well-rounded staff boasting more than 100 years of combined engineering experience, MBK can focus on what it does best, provide tape solutions. MBK is unique in their breadth and quality of products. They have always been a very diverse company servicing everything from medical devices and wound care to the Aerospace and defense industry. The customer centric approach gives the sales force an opportunity to provide solutions for all of their customers' converting needs.

With all these organizational changes and lots of hard work, MBK is seeing the fruits of their labor. MBK Tape Solutions is currently expanding their sales force, adding an inside salesperson and a new customer service representative. Not only have they hired new employees, but also added warehouse space for their extensive inventory and purchased new equipment to expand their capabilities and capacity. They are planning similar growth in 2014 and are ready for it!

About MBK Tape Solutions

Established in 1971, MBK Tape Solutions custom designs and manufactures a wide range of adhesive tapes, foams, films and other flexible materials for component parts and end-user products. These products service a variety of applications in many markets, including medical, electronic, industrial, display, aerospace, renewable energy, construction, entertainment, to name a few.

For more information; call 818-998-1477, email info@mbktape.com or visit www.mbktape.com

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