

# Profile: Wilson-Hurd Manufacturing Celebrates a Century of Quality Production and Service

Wilson-Hurd Manufacturing was established on April 8th, 1904, when inventor Arthur J. Hurd and businessman George W. Wilson formed a partnership to manufacture a patented bag holder designed for agricultural and industrial uses. The first factory was located in Wausau, Wisconsin, and by the early 1920's the company had expanded its product line to include remembrance advertising products such as flyswatters, aluminum backed calendars, blotter covers, thermometers, whiskbroom holders and hand held fans, and aluminum nameplates.

One hundred years later, Wilson-Hurd is celebrating a century of quality production and service. They have grown from a small 40 x 100 foot factory to three facilities with over 115,000 square feet of production capacity and part ownership in a facility overseas – allowing them to serve customers world-wide.

Their product offerings include custom decorated and fabricated nameplates, panels, overlays and trim; point-of-purchase display and cosmetic packaging components; custom fabrication for enclosures and panels; formed in-mold decorated inserts; optical film conversion and electronic control products.

## Nameplates, Panels, Overlays And Trim

Seventy-five years ago Square D Company asked Wilson-Hurd to produce nameplates for them - today Square D is still a customer of theirs thanks to the precision and quality of their products. In addition to nameplates, Wilson-Hurd also offers custom dials, panels, overlays and trim in a multitude of materials including: polycarbonate, polyester, vinyl, aluminum, stainless steel, brass and cold-rolled steel. Depending upon the operating environment and desired aesthetics Wilson-Hurd offers both screen and litho printing, embossing, selective texturing, domed nameplates, hard-coating, and colored LED windows.

## Point-of-Purchase (POP) Display and Cosmetic Packaging Components

Wilson-Hurd manufactures permanent point-of-purchase display and cosmetic packaging components for design houses who work with

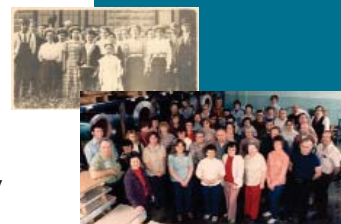
several well known brands including Kenneth Cole, Elizabeth Arden, Tommy Hilfiger, Estee Lauder, Red Bull and Aveda. To achieve a unique look, Wilson-Hurd offers textured and soft touch screen printing, fragrance resistance top-coat, krinkle coating, embossing, debossing, forming, folding, brushing, and computer-aided color and pattern matching.

## Custom Fabrication

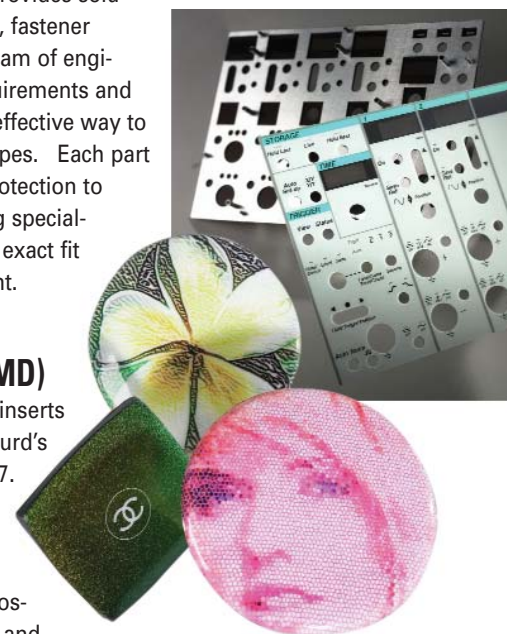
Utilizing laser machining, computer-aided piercing and blanking, die-cutting, optical registration, automated strip feed and laminating applications, Wilson-Hurd provides solutions for chassis enclosures, fastener inserts and panels. Their team of engineers review customer requirements and recommend the most cost effective way to achieve unique folds or shapes. Each part is packaged to ensure its protection to the final destination utilizing specialized materials which are an exact fit to the completed component.

## Formed In-Mold Decorated Inserts (IMD)

Formed in-mold decorated inserts have been part of Wilson-Hurd's product offerings since 1997. The business began with the automotive industry and has expanded to include capabilities in the cosmetic packaging, appliance and telecommunications markets.



The Wilson-Hurd Team in 1910 and 1983



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## ViewPoint: Jane Cedrone, VUTEK

Jane Cedrone is Marketing Communications & Public Relations Manager at VUTEK Inc., based in Meredith, New Hampshire, USA. Jane is responsible for VUTEK's worldwide marketing communications activities, including brand protection, new product launches, sales promotions, advertising and public relations. She regularly participates on industry-related committees including the SGIA Graphic Imaging and DPI Steering committees, FESPA Steering Committee, and ESMA Digital Committee. Jane also participates in conference panels and seminars including SGIA and DPI conferences, International Sign Association's (ISA) International Sign Expo, DIMA Conference, FESPA, Sign UK, Sign Italia, AWA European Self-Adhesive Graphic Arts Market Conference, and other various international exhibition seminars. Jane joined VUTEK in 1995.

**SGIA News:** Where do you think SGIA fits into the big picture of digital imaging?

**Jane:** As one of the leading digital printing associations in the USA, the SGIA is very important to all large format manufacturers and customers, providing a valuable resource and platform to communicate, exhibit, and reach potential new customers.

It's imperative that the SGIA become the expert in leading specialty imaging professionals in the ever-changing digital imaging world. Members will increasingly look to the association for guidance in understanding new and evolving digital imaging processes and technologies as they're introduced to the market, and the potential impact on their business.

**SGIA News:** Where will VUTEK® be a year from now? What new developments/technologies are you working on or are influencing the company?

**Jane:** VUTEK® will be celebrating its 17th year of success, and will continue to drive the adoption of UV flatbed technology by introducing more affordable, faster products that continue to deliver the quality output we're known for, backed by world class customer service and support.



Jane Cedrone

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In-mold decorating offers the ultimate protection of graphics since all printing is done to the back, or second surface of a polycarbonate sheet. Once printed, each flat sheet is formed utilizing the AccuForm® process and then die cut. This process is ideal for three dimensional parts, formed buttons and appliqué, parts requiring tightly registered graphics, multiple colors or backlighting.

### Electronic Control Products

Since 1993, Wilson-Hurd's Electronic Control Division has been offering custom membrane switches, keypads, and complete turnkey switch packages, and specialized switching technologies such as PiezoPanel®, PushGate®, MagnaMouse®, and ThiNcoder®. Every design is reviewed by a team of engineers ensuring that the final switch design will withstand the operating environment for which it is intended, as well as offer all of the functionality and durability desired.

### New Website Enhances

#### Customer Service

In November 2004, Wilson-Hurd launched an entirely new web site, offering expanded product and capability descriptions, application and technical bulletins, and an extensive technical glossary. "The goal of our new site is to offer customers a place where they can find technical informa-



tion regarding our products and services," says Greg Pellot, Vice President of Sales. "Since our business is so custom, it is important for us to provide information about our newest capabilities in the quickest way possible. Our application and technical bulletins are updated regularly to ensure our customers have access to the latest information." The new site also offers:

- Sales Office Locator
- Quote Request Form
- Sample Request Form
- Company News
- Updated Application and Technical Bulletins
- New Product and Process Photography
- Visit their site at [www.wilsonhurd.com](http://www.wilsonhurd.com)

### The Next Hundred Years

With a century of technical evolution and expansion, increased capability, and dedication to exceptional customer service, Wilson-Hurd has proven their ability to survive, adapt and thrive by providing their customers with exactly what they need, coupled with excellent quality and precision. "...my thoughts are on the future and preparing for the future," Bill Siebecker – President and Owner stated, "how are we are going to meet the challenges of the current marketplace, and how do we keep abreast of the newest technologies."

- AccuForm® is a registered trademark of Hytech Forming Systems
- PushGate®, MagnaMouse™ and ThiNcoder® are registered trademarks of Duraswitch®
- PiezoPanel® is a registered trademark of DynaLab, Inc..

er profit but fall under the same quota? The U.S. and Latin America probably do not have to worry about China for some time, unless our government removes all quotas. Companies selling to Europe may have a greater concern than U.S. companies' do because of proximity. One thing to keep in mind is that there are countries where the cost of labor is almost half of what it is in China., for example, Bangladesh and India.

From my understanding, China has about 150 automatics at present and lots of manual labor. There are things that they can produce manually that we can't even conceive of, and they can have a lot of people producing, but I don't think it will impact the U.S. market for quite a while. The most interesting item I have seen was with a Korean company working in Honduras with 20 color manual presses made in Korea. It was huge and used printers on every station. The press had 20 platens that moved electrically. I never got a chance to see it in action because of an electrical failure, but I'm sure it would have been interesting.

### U.S. Strengths

I believe that large volume screen-printing in the U.S. is gone because the industry priced itself out of the

world market and the U.S. government didn't do much to help U.S. textile industries. U.S. companies can still do smaller runs and very specialized work as well as hot market work that requires an almost instant turnaround. In addition, the U.S. will probably continue to hold on to niche markets because it can get good pricing from them and while offering quick turnaround

Foreign manufacturing is here to stay. Learn to work with it or around it.

Charlie Taublieb, President, Taublieb Consulting, has been a consultant for over 25 years and has worked in garment printing shops through out the US and many foreign countries. He owned an automated screen printing facility in Brooklyn, New York and a screen printing supply house in Denver, Colorado.

Charlie has written numerous articles for many of the industry publications and also conducts seminars and workshops at the Imprinted Sportswear Shows and the SGIA Shows. He is also lead instructor for the Screen Printing Technical Foundation's workshop Specialty Inks: Enhance Your Textile Prints and small runs.

### The First 100 Years For Wilson-Hurd

- 1904 Wilson-Hurd Manufacturing Is Established
- 1910 Move To A Larger Factory Wilson-Hurd moved to a larger 40 x 100 foot factory, producing a household flyswatter.
- 1919 Remembrance Advertising Production Begins.
- 1928 Began Producing Nameplates
- 1957 Introduction Of Flat Bed Dry Lithography
- 1961 Berlin Plant Built.
- 1962 Wet Lithography Printing Introduced.
- 1967 New Wausau Plant.
- 1979 Added Printing Of Plastic Parts & Screen-Printing
- 1993 Electronic Control Product (ECP) Division Established
- 1996 Introduced Optical Film Conversion Capabilities
- 1997 Formed In-Mold Decorated (IMD) Inserts Are Introduced
- 1999 Automated Equipment Is Developed For Cosmetic Industry
- 2000 ISO 9000-1994 Certified
- 2001 The Optical Film Conversion Plant was established in Berlin, Wisconsin.
- 2002 ERP System Implemented
- 2003 ISO 9001-2000 Certified
- 2003 AccuForm® Process Brought In-House
- 2004 Began The Journey Of Implementing LEAN Manufacturing And 6-Sigma