

Custom Service Plastics, Inc.

A Wisconsin Manufacturing Company

“A Women’s Dream Come True”

Custom Service Plastics (CSP), located in Lake Geneva, Wisconsin, was established in 1988 on a foundation of four decades of injection molding experience and profound industrial ingenuity and has emerged as a robust manufacturer of high quality, low cost parts and products. For a decade or so, CSP served more like a captive shop, for few customers with sales dominated by a few parts of high volume. This, combined with the limited facilities including a shop floor of about 10,000 square feet, kept the output at about one million dollars a year. In the late 1990’s, with the growing global competition and departure of the main customer, the survival of the company was in doubt.



In April 2000, a team of manufacturing engineers took ownership of Custom Service Plastics and assumed operational responsibility for the company with Mino Seifoddini as president. With only three customers (one that withdrew within 90 days) the sales dropped to \$500,000 in 2001 leading to a bleak financial situation. Mino, empowered by her sense of optimism and by years of experience in industries including quality engineer, senior manufacturing engineer, and project manager, avoided the chaos and helplessness and immediately embarked upon an ambitious plan of saving the company and taking it to the path of growth and prosperity. Risking the security of a stable job and many years of family savings, her plan was based on building a strong manufacturing foundation, developing a highly skilled and motivated workforce, and expanding customer base through a systematic and smart marketing endeavor. Steadiness, hard work, and perseverance paid off and by the latter part of 2001; there was a major breakthrough when International Truck & Engine Corp. in Melrose Park, IL and Flexible Steel Lacing Company in Downers Grove, Illinois chose the company as their supplier. Deliveries to International began in early 2002. Today CSP still provides parts to International but also provides parts that go to Chrysler (Dodge Pickups), Caterpillar (Marine Engines, After Market Division, Dealer Support Division).

The rebuilding of the company and launch of the marketing campaign were so successful that by 2003, the company could not accommodate its growing number of customers due to the size of its existing facility in Burlington, Wisconsin. The expansion of the company, particularly the financing of a new building shortly after overcoming the initial crisis, posed another challenge for the growth of the company. The acquisition of a 50,000 square foot building in Lake Geneva and moving there was another daring decision by Mino in 2003. With the help of an SBA 504 loan, the building was acquired, remodeled, and became operational by the end of 2003.

2004 was another eventful year for Custom Service Plastic. Inauguration of the new facility on January 2, an accident in late January which left Mino with a severely broken leg, and Mino's diagnose of breast cancer shortly after the accident were only a few events of the year. The next ten months were obviously very difficult for Mino. Between the radiation therapy and chemotherapy,

she stayed strong, active, and in charge. She maintained a good sense of humor and worked excessively missing only eight days of work.

2004 was also the year of stability and development for Custom Service Plastics. In this year, Gardner Equipment (in Juneau, WI) began transferring his molds from China to CSP for their homestead product line (bird feeds sold in Wal-Mart, Home Depot, Menards, etc.). CSP competitively priced against their supplier in China and reduced the supply chain from 13 weeks to 3 weeks. Today all the plastic components used in the bird feeder lines are manufactured by Custom Service Plastics. Also, in 2004, Case New Holland (CNH) of Racine, WI joined the list of our customers supporting one of the Canadian operating divisions. In 2005 and 2006, growth accelerated with CNH, Caterpillar, and Plastics Group. One of the potential customers of 2002, Mark IV Dayco, has awarded CSP a three year contract that commences in November of 2007. For this contract, CSP designed an automated assembly machine to assemble 3.2 million tuning assemblies used with vehicular power steering systems. Again, they were competitive against Pacific Rim competitors and reduced the supply chain by five weeks.

Custom Service Plastics has had phenomenal growth over the years. Steady growth from 3 customers, 6 employees, \$500k in sales in 2001 to 20 customers, 14 employees, \$2.2 million in sales in 2003 to 32 customers, 42 employees and \$3.8 million in 2007. The prospect for 2008 is brighter than even the most optimistic expectation. The company is in the final planning phase of building a new 40,000 square foot facility to accommodate their latest contracts that will double their sales next year. The company's small size, low cost structure, and flexible facilities enable them to customize their products and services to specific needs of their customers. Custom Service Plastics considers their clients as long term partners and are committed to their customer's satisfaction and their goals are set, activities organized and plans are executed to this end. Custom Plastics Services was acknowledged by Inc Magazine as a 5000 Honoree and by the State of Wisconsin as the 2004 Minority Supplier of the Year.

Minoo and husband, Hamid reside in Milwaukee with their two daughters, 17 year old Arian and 14 year old Azene. Both are educators, practitioners and advocators of the manufacturing profession and activities. Minoo has also been teaching classes in the evenings on Manufacturing Processes & Design in the Industrial & Manufacturing Department of UWM. . Minoo is a very dedicated and dynamic leader that is taking her company to new heights every year and is living out her "dream come true." Minoo exemplifies the word "entrepreneur" and certainly has the right stuff for continued success. She is also one of the most gracious and humble people one can meet. SBA is proud to have been of assistance to Minoo and Custom Service Plastics in the success of the business.

