

## Premier Fiberglass Co. Builds Customer Relations



By Jennifer Sikorski,  
CF Assistant Editor

**CF: How many employees do you have?**

**JK:** We're running about 20 right now.

**CF: What is the nature of your business?**

**JK:** We do open mold and some closed mold products.

**CF: What is your company's niche?**

**JK:** We started in the van industry. In about 1992, we moved into commercial vehicles and have been working on some transit, like buses. We've moved into that and got away from the van industry, which greatly slowed down.

**CF: How did you get started in the industry?**

**JK:** I was in the van industry doing purchasing and sales coordinating. I got to be in fiberglass obviously because of that. When I got out of doing vans, I got involved with what is now Premiere Fiberglass.

**CF: Did you face any problems getting started in the industry?**

**JK:** The lack of full experience in it. To this day, you learn something new everyday. Initially, you just don't realize how entailed and how big the industry really is.

**CF: Do you face any obstacles today in the regulatory or technical arena?**

**JK:** Well, there is a lot of great support from the suppliers that we have, whether it be gel coat or glass or whatever it is. I think the

industry has gotten fairly competitive, so they're very willing to help with any support they can in that aspect. As far as regulatory, we all know that's getting stricter and stricter. It's getting harder and harder to keep up and comply with all the requirements, whether it's environmental or OSHA, being a small business.

**CF: What are your marketing efforts?**

**JK:** We try to not be aggressive against our competitors. We like our name to get out there as being a good, quality supplier at a fair market price and have the end users

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President  
Premier  
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Elkhart, Ind.



actually come to us when they're dissatisfied with whomever it is they might be using or if they come out with a new product. So I don't have a real aggressive approach out targeting after customers.

**CF: How do most customers find you?**

**JK:** We've been doing this for 10 years, so people have gotten to know that we do quality work. We try to instill in the employees that we ship the product out right the first time so there is nothing out in the field that neither the final end user or our customer—which is usually on the assembly side of it, not the end user—have

to deal with. They just think that they're always getting a good part to start with and don't realize a lot of the pitfalls from the fiberglass end that can easily happen.

**CF: What developments of research would you like to see to improve the industry?**

**JK:** I like the closed molded end of it. I think that's helping us with the environmental end and the production end. We can produce a better a part. I think there are a lot of good people who are putting a lot of effort toward developing new techniques in closed molding that produce cost-effective parts that are quality parts.

**CF: Where do you see your business in five years?**

**JK:** I think we'll grow somewhat. I'm not seeking to become the biggest manufacturer or attempt to by any stretch. We'll grow a little bit and hopefully gain some more knowledge and some more capability in the closed end aspect than where we are right now. Hopefully we'll get our name out there and be known a little more than we are now, more outside our area. We've been trying to grow into bigger markets all over the U.S. With our transit stuff, our big end users are in New York City. We're getting out all around the U.S. for customers. That's what I'd like to see—us get into some other markets outside of where we are now. **CF**

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