

by Rebecca D'Amico

## Custom Manufacturer Pinnacle Composites Looks for Closed Mold Solutions

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

**RH:** We are custom molders. We cater to boating industries, the sign industry, and the banking industry.

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

**RH:** We currently have 27 employees.

**RD: What is your company's background?**

**RH:** Pinnacle opened for business in 2002. We are a small company, and are locally owned here in Columbia, S.C. Both the president and vice president are women. Between the president and I we have a combined 45 years of experience in the boating and fiberglass industries. Pinnacle does about \$2 million a year in sales.

**RD: How has it evolved from its beginnings?**

**RH:** When we started out in 2002 we only had one customer, and we now have seven. Originally, we catered to the sign industry only. Over the last 3 years we have branched out into other industries, such as boating and banking.

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

**RH:** I have been involved with boat building since 1983. Basically, I came in off street knowing nothing about the industry but have worked for several major boat builders over the last 25 years.

*Interviewed:*  
Reba Horton  
Vice-President  
Pinnacle  
Composites

**RD: What obstacles does your company face today in the regulatory or technical arenas?**

**RH:** From a regulatory aspect, with regulations constantly changing it is challenging to stay on or ahead of the curve. Keeping up with regulations also affects us from a technical standpoint because with more regulations and higher standards in the work environment, it can cost a lot to do business. For example, the cost of going from open to closed or even infusion molding has been prohibitive over last few years.


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

**RH:** Pinnacle uses the marketing firm Labelle Marketing. Labelle represents us throughout the southeast.

**RD: What development or research would you like to see happen to improve the industry?**

**RH:** As a small company, we always come back to the bottom line. We have to wonder if there is something that can be done differently to develop raw materials more inexpensively. We'd like to see some new technology for different or more inexpensive materials.

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

**RH:** We hope to take advantage of new technology, such as closed molding and infusion molding. We currently have customers in South Carolina, Florida, and Mississippi, but would like to expand throughout the southeastern U.S. 

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