

SOLUTIONS

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Investing in Employee Development

McClarin Plastics wins Governor's Award

On May 10, McClarin Plastics was presented with the Governor's Workforce Development Award — PA Partners Central Regional Employer of the Year. The award recognizes the investment and commitment McClarin has made to the workforce development initiatives in South Central PA.


educators to continue to be successful and competitive in today's global marketplace."

McClarin participates in the Job Ready Pennsylvania initiative at the local level as a charter member of the Industry Partnership which oversees the South Central Workforce Investment Area Manufacturing Regional Steering Committee. They also are a member of the Hanover Area Chamber of Commerce Workforce Development Committee and a driving force in the Introduction to Manufacturing course for high school students as well as the South Western School District's Adventures in Technology program. McClarin is a member of the Technology Council of Central Pennsylvania Training Partnership. On the state level, Todd Kennedy, CEO, serves as the Chairman of the Statewide Plastics Steering Committee.

In addition to the professional conferences, McClarin employees have participated in over 75 training courses over the past six years in conjunction with MANTEC, the Manufacturers Association of

South Central PA (MASCPA), and Harrisburg Area Community College.

"We believe in our employees and their abilities. We've hired them for their talents and points of view," said Todd Kennedy. "Part of our commitment to them is to give them an active role in creating our training programs. Therefore, they become committed to the connection between training and work."

The award winners were selected by an impartial consulting company in Erie, PA. The 12 nominees were judged on how they use the services of the workforce development system, including PA CareerLink; providing employees with a living wage, fringe benefits, training opportunities, and opportunities for advancement; being actively engaged in workforce development activities; and in good standing with the Commonwealth of PA. The award was presented at the 23rd Annual Pennsylvania Partners Employment, Training & Education Conference at the Hershey Lodge and Convention Center. There were over 1,000 workforce professionals in attendance. 

"We believe in our employees and their abilities. We've hired them for their talents and points of view."



Todd Kennedy (L) and Alan Beily (R) thank employees for their active role in employment development initiatives which earned the company the Governor's award.

The award is presented by PA Partners and the Department of Labor & Industry on behalf of Governor Ed Rendell.

Governor Rendell said, "These award winners represent the commitment and dedication we need from our employers and

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instructions for making the repairs yourself. The DVD shows you how to repair both plastic and fiberglass components.

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We're striving to provide the added value tools you need to get the most from your plastic and fiberglass components. 



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You've Got the Look!

How your distinctive style supports your brand

Consumers remember about 40% of what they see. That's an important fact when concentrating on building your brand. The visual vocabulary of your brand reinforces your logo message. It consists of the brand assets that support your brand identity, such as a product's form and style. These elements, a distinctive curve, a unique shape or even size, can stimulate immediate visual recognition.

A classic example of form as part of a brand's visual vocabulary is the Coca-Cola® bottle designed in 1915 and still recognized in over 200 countries. BMW®, considered the most recognizable and sought after luxury car, has capitalized on the style of its split front grill which is a constant across their models. Even the Hershey® chocolate bar uses a visual vocabulary in its familiar window pane sections framing their logo.

Effective branders have long understood the visual vocabulary concept and use it when building the brand architecture for everything from soap to construction equipment. That's where the versatility of McClarin Plastics' thermoforming or composite molding capabilities are a real boon to the marketer and designer with a conversion to plastics.

In 1995 when JLG, a leader in access equipment, converted from metal construction to thermoformed and fiberglass construction,



OPTEK and JLG use visual identity as part of their branding vocabulary.

they were overwhelmed with their customers' immediate positive response to the new sleek styling of their equipment. McClarin designers worked with JLG to guide them in what could be molded. The design they came up with hasn't had a major change since. From a branding standpoint, the investment in and the commitment to using a distinctive form returns priceless brand equity.


This is evident to JLG and its rental house customers. According to Phil Black, Manager of Industrial Design for JLG, "In all the markets we serve, customers recognize JLG equipment as the premium brand. The styling drives that perception visually. It's important that people see a consistent brand identity, as our machines are on display all over the world."

For Operations Technology (OPTEK), a leader in high performance video and x-ray metrology equipment, McClarin helped refine

"The visual vocabulary of your brand reinforces your logo message."

the appearance of their product. They formerly used a metal cover for their equipment, but that was heavy, required a lot of finishing work on their end, and it made their state-of-the-art equipment appear out-of-date. The switch to a fiberglass cover has solved a number of issues for them including making the equipment look more professional and refined. McClarin was

able to custom match the color they had chosen to obtain product identity consistency. The uniform gel coat that McClarin applies requires no additional prep work and the piece arrives ready for final assembly. It also allows OPTEK to apply their vinyl branding pieces easily.

McClarin Plastics senior designer Bob Hebert and his team will work with your designers to create unique shapes while keeping the economics of the design under control. Their investment in state-of-the-art molding and forming technology allows for product flexibility as well as being able to offer almost limitless sizes. 

Paying It Towards the Future

There's always a "Hot List" circulating through McClarin. The list has suggestions for new machinery, facility expansions, training opportunities and certifications, among many other ideas for improvement.

McClarin is a strong Cap-X corporation which reinvests 100% of their profits back into the company. Needs are investigated and the feasibility explored to ensure the advantages to both company and client.

Check back here in every issue to find out what "Hot List" items are being implemented and how we're "Paying It Towards the Future."

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SOLUTIONS IN PLASTICS

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