Mississippi Manufacturers Association

Innovate MEP Mississippi (InnovateMEP.ms) is a nonprofit organization with the mission to drive innovation and technology-based economic development for the state of Mississippi.

InnovateMEP.ms works with partner organizations to provide expertise and services tailored to the most critical needs of area manufacturers, which range from process improvements and worker training to business practices and applications of information technology. InnovateMEP.ms partners include the Mississippi Manufacturers Association, several Mississippi universities and community colleges, and private sector service providers.

**CONTACT US**

720 North President
Jackson, MS 39202
(601)948-1222
www.innovatemep.ms

**ECONOMIC IMPACT**

MEP Center impacts are based on clients surveyed in FY2016

- **$38.8 Million** Total Increased/Retained Sales
- **4,662** Total Increased/Retained Jobs
- **$83.2 Million** New Client Investments
- **$9.6 Million** Cost Savings

WWW.NIST.GOV/MEP.1-800-MEP-4MFG

U.S. DEPARTMENT OF COMMERCE. NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY. MANUFACTURING EXTENSION PARTNERSHIP
"When I look back over the last ten months, I am amazed at what we have been able to accomplish in such a short time. With help from InnovateMEP Mississippi we have gone from a dream to the reality of a quality manufactured product being offered in multiple market channels." Michele Morgan Morton, Owner/Inventor

INVENTOR FINDS PARTNER FOR NEW PLANTING PRODUCT

ABOUT. God's Way Enterprises (GWE) is a family-owned business founded by Michele and Max Morton in Clinton, Mississippi. Michele is the inventor of TheMaxBit, a patented tool that makes it easy to dig the perfect hole for planting containerized plants every time.

THE CHALLENGE. Although they had a working prototype and patent in hand, Michele and Max had no experience in manufacturing. Their dream was to bring TheMaxBit to market, with the long-term goal of turning it into an ongoing business that could provide income for missions or be sold at a substantial profit. Michele approached InnovateMEP Mississippi, a NIST MEP affiliate, for assistance in finding a domestic manufacturing partner to produce the tool.

MEP'S ROLE. Based on an initial review of the design and assessment of manufacturing requirements, InnovateMEP identified Orman Welding and Fabrication in West Point, as a possible manufacturing partner for GWE. Orman is custom manufacturer that had worked with InnovateMEP on several early-stage projects. The two companies struck an agreement after InnovateMEP set up a meeting, and Orman started producing an initial batch of 100 small (4") units for production and market testing. More orders quickly followed, and TheMaxBit went from a patented idea to a fully-realized product line.

GWE and Orman quickly manufactured and distributed more than 2,500 units of TheMaxBit. During the early production runs, the partners worked together to perfect the product design and improve quality and manufacturability. Later orders included a larger (6") version and an extension rod, and TheMaxBit is now offered at local and regional garden retailers, and online at Houzz.com, and Walmart.com.

RESULTS

Developed 1 fully-realized product line: TheMaxBit
Produced more than 2,500 units
TheMaxBit now sold locally, regionally, and online