MISSISSIPPI MANUFACTURERS ASSOCIATION

MMA-MEP is a non-profit division of MMA that provides services to help Mississippi manufacturers be globally competitive. MMA-MEP is one of 51 state Manufacturing Extension Partnership (MEP) Centers funded by the National Institute of Standards and Technology's Manufacturing Extension Partnership (NIST MEP). With our manufacturing experts and network of industry resources, we help manufacturers implement change that makes the significant difference between surviving and thriving. MMA-MEP is a catalyst for strengthening American manufacturing and accelerating its ongoing transformation into a more efficient and powerful engine of innovation driving economic growth and job creation. Our Community College and University based MMA-MEP Mississippi Centers provide small and medium-sized manufacturers the tools to innovate, create and retain jobs, increase profits, and save time and money. MMA-MEP provides a wide array of services to Mississippi manufacturers in the key areas of: • Growth services • Lean optimization • Polymer services • Quality systems • Industrial engineering solutions • Workforce solutions • Strategic solutions • Pollution prevention (P2) and sustainability solutions

ECONOMIC IMPACT

MEP Center impacts are based on clients surveyed in FY2017

- $25.2 Million Total Increased/Retained Sales
- 2,534 Total Increased/Retained Jobs
- $27.8 Million New Client Investments
- $91.5 Million Cost Savings

CONTACT US

720 North President
Jackson, MS 39202

(601)948-1222

www.mma-web.org/mep

The MEP National Network™ is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.
MISSISSIPPI SUCCESS STORY

INVENTOR FINDS PARTNER FOR NEW PLANTING PRODUCT

ABOUT GODSWAY ENTERPRISES INC. 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 CENTER’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.

"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

RESULTS

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

Mississippi Manufacturers Association
MANUFACTURING EXTENSION PARTNERSHIP

MISSISSIPPI
NATIONAL NETWORK
WWW.NIST.GOV/MEP/MEP-NATIONAL-NETWORK
1-800-MEP-4MFG • MFG@NIST.GOV