NEW MEXICO MANUFACTURING EXTENSION PARTNERSHIP (NEW MEXICO MEP)

New Mexico MEP aspires to be the premier solution provider to strengthen and grow New Mexico’s manufacturing. As a statewide assistance center, New Mexico MEP is dedicated to increasing the competitiveness of the state’s small and mid sized businesses. The Center’s experts and industry resource network help create the change that can make the difference. New Mexico MEP provides expertise in results-driven methodologies, best practices, and innovative technologies designed to increase your profitability. As a public/private partnership, New Mexico MEP brings together government, not-for-profit and industry resources to offer the comprehensive programs and services you need.
NEW MEXICO SUCCESS STORY

METAL FABRICATOR GETS A SHINY NEW FUTURE

ABOUT MIDTOWN METAL. Midtown Metal is a metal fabricator located in Albuquerque, New Mexico, specializing in products for architectural/building needs and primarily serving the roofing industry. With five employees, the company also provides design services and consultation. Midtown Metal prides itself on helping customers find high-quality solutions to any of their building needs. The company offers quick turnaround and the capability to produce a wide range of products fabricated from different types of metals, as well as custom products that offer a variety of colors and finishes. All of its products are tested to meet code.

THE CHALLENGE. Midtown Metal wanted to grow its product line, and saw an opportunity to expand beyond roofing products to all aspects of the building envelope. Although the company was capable of fabricating and providing additional products, it was known as a metal fabricator of roofing materials. In order to grow, Midtown Metal needed to make some big changes that would require a lot of time and resources to implement. The company decided to step back and do some visioning and strategic planning work before moving ahead. Midtown Metal called on the New Mexico Manufacturing Extension Partnership (NM MEP), part of the MEP National Network, for assistance.

MEP CENTER’S ROLE. After a series of discussions with Midtown Metal management, NM MEP offered to perform a medium Growth Services assessment for the company, including a strategic planning overview and structured discussions for shaping a vision and mission statement. The team completed activities that helped Midtown Metal define its objectives and strategies. With an achievable, long-term vision in its sights, Midtown Metal made the decision to add jobs in the fabrication shop to support the production of additional products, increasing sales and profits.

"It was a pleasure working through NM MEP with Ursula Slavens. She’s a highly talented strategic thinker who helped us focus our goals and strengthen our efforts in sales and manufacturing processes. We developed long-term visions with realistic aspirations that are made achievable through NM MEP."

-Sam Johnson, General Manager

RESULTS

- Added 2 new employees in the fabrication shop
- Increased shop sales by 39.5%
- Increased distribution sales by 231.5%
- Gross profit increased by 49.2%