

ANALYTICAL SERVICES SUPPORT PRODUCT LINE EXPANSION

ABOUT RESINALL MISSISSIPPI INC. Reinstall Corporation manufactures thermoplastic resins/polymers used as binders and/or elastomer modifiers in a wide range of industrial applications. These products are made from both natural and synthetic raw materials using numerous chemical reactions and process equipment. Resinall has production facilities in Hattiesburg, Mississippi; Severn, North Carolina; and Brugge, Belgium. The Hattiesburg facility is on approximately 90 acres and has over 100 employees.

THE CHALLENGE. The Hattiesburg facility was evaluating product modifications to an existing product line that would result in two new product lines. Both product lines served a clear market need and had defined development pathways, but they required Reinstall Corporation to make additional investments in capital equipment. Before making a decision about the investment, the company needed to obtain analytical evaluation of the resulting materials to ensure they achieved the appropriate results.

MEP CENTER'S ROLE. The InnovateMEP Center at the Mississippi Polymer Institute (MPI), a NIST MEP affiliate, has been providing analytical and physical testing to Mississippi businesses since 1993. To provide the needed verification results, experts from InnovateMEP used Differential Scanning Calorimetry (DSC). They provided a detailed report to Resinall Corporation within three business days of their initial request.

Based on information from the report, Reinstall Corporation decided to invest in the new equipment for the product lines. It also invested in other plant and process upgrades, as well as training to improve workforce practices.

"[The] InnovateMEP Center at MPI has always supplied results quickly and accurately. We've never had to second-guess the results, and even in times where we sent standards and repeat samples, the results were accurate. We choose to work with local businesses if we can and our first choice of testing facilities for products and development work will be the InnovateMEP Center at MPI."

-Brandon Mitchell, Product Development Chemist

RESULTS



Invested **\$100,000** in new products and processes



Created **2** new product lines



Invested over **\$100,000** in plant/equipment and workforce training

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Mississippi Manufacturers Association

