

ATACO STEEL PRODUCTS CORP. STRATEGY DEVELOPMENT  
WORK YIELDS BIG RESULTS

**ABOUT ATACO STEEL PRODUCTS CORP.** Founded in 1946, ATACO Steel Products Corp. produces custom metal products using stamping, laser cutting, welding and related techniques for the lawn and garden, motorcycle, off-highway and related markets. ATACO's expertise is deep draws, unusual shapes, and close tolerance parts and components, along with innovative, comprehensive metal fabrication services. The company, based in Cedarburg, Wisconsin, has about 80 employees.

**THE CHALLENGE.** Since undergoing an ownership change in 2005, ATACO has experienced slow growth in revenue and profitability and the markets and customers have been unchanged for many years. ATACO was looking to strategically expand in existing markets and grow into new markets while improving profitably and empowering its leadership team to maximize long-term value.

**MEP CENTER'S ROLE.** WMEP Manufacturing Solutions, part of the MEP National Network™, assisted ATACO with a systematic approach that includes development of strategy and business awareness across the leadership team in creating plans to increase top-line performance and protect and reinvigorate margin growth. WMEP guided the executive team in developing a mission, vision and values while using analysis for strategic and situational issues and strengths, weaknesses, opportunities, and threats. As a result, the team developed supporting strategies and a deployment plan for a three-year transformational road map.

"We recognized the need to do a strategic planning process. We worked with WMEP and we were delighted with the process and results. It got everyone moving in same direction. WMEP helped lead the process and kept us on the right track."

-Rick Reichertz, President

## RESULTS



**\$2,500,000** in new sales



**\$250,000** in operational cost savings due to implemented continuous improvement programs



**\$350,000** investment capital equipment to support new programs of existing customers.



Improved profitability



Empowered leadership team

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