

ARIZONA MEP AND CUPPS INDUSTRIAL SUPPLY TEAM UP ON STRATEGIC GROWTH GOALS

ABOUT CUPP'S INDUSTRIAL SUPPLY, INC. Originally founded as a sealing and gasket distributor 40 years ago, Cupps Industrial Supply now offers two- to four-dimensional solutions, using elastomers, plastics, and metals. Cupps works with aerospace and defense, mining, electronics, power generation, wastewater and pharmaceutical industries. The company places a strong emphasis on providing excellent customer service and turning its customers' needs into reality.

THE CHALLENGE. When CEO Doug Timberlin started looking to what's next for his business, he recognized the company needed to find a partner that could help him develop a strategic plan and organize the company's systems and team to continue to grow. In 2019 he reached out to the Arizona Manufacturing Extension Partnership (Arizona MEP), part of the MEP National Network™, for assistance. Since then, Arizona MEP has helped Cupps develop and implement a plan to achieve the company's long-term goals, including formalizing procedures and processes to prepare for a new enterprise resource planning (ERP) system, evaluating employees and current roles and reorganizing the marketing and sales team.

MEP CENTER'S ROLE. As Cupps looked to the future, it needed to ensure that every team member was in the correct role that maximized their strengths. Arizona MEP facilitated DISC assessments, a behavioral self-assessment that measures interpersonal behavior, helping Timberlin to understand the strengths and weaknesses of the employees. After a successful evaluation period, Timberlin is more confident in each team member's role and is now looking to expand and restructure the sales team to grow the business.

With Arizona MEP's help, Cupps Industrial Supply has started executing its strategic plan. The ERP system implementation is almost complete, operating procedures have been documented to get new employees up to speed and the company has a better organizational foundation with the right people aligned to achieve its future growth goals.

To assist internal organization efforts, Arizona MEP helped Cupps create the job description and hire a new materials manager. This role's primary responsibility was to document workflow processes to prepare for ERP implementation. Arizona MEP also enlisted its ERP expert to help select and implement a system that aligned with Cupps business model and is easy to use for employees.

"When we wanted to grow, we knew we needed expertise that we didn't have internally. Selecting Arizona MEP was an easy choice because the organization is vetted and backed by the state and has assisted manufacturers with challenges similar to ours. Arizona MEP is a resource for business expertise from A to Z."

-Doug Timberlin, CEO

RESULTS



\$350,000 invested in new equipment



\$200,000 in cost savings



10% increase in productivity

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