

## A MANUFACTURER OF SUPERIOR QUALITY ABRASIVE PRODUCTS CONNECTED WITH IMEC

**ABOUT K & K ABRASIVES.** Established in 1948, K & K Abrasives is a family-owned business and leading manufacturer of superior quality abrasive products. With 65 years of experience, they employ state-of-the-art equipment, utilize premium grade materials, and offer a vast array of products to satisfy the individual needs of their customers. K & K Abrasives is based in Chicago, Illinois, with 10 employees.

**THE CHALLENGE.** After acquiring a new company in Indianapolis, K & K Abrasives was looking to build a new and modernized website, one that could be used as a marketing tool and provide ecommerce functionality.

**MEP CENTER'S ROLE.** K & K Abrasives was referred to IMEC, part of the MEP National Network™, in February of 2024 by an IMEC partner, Greater Southwest Development Corporation's Director of Industrial Development Jim Longino. After the connection was made, both parties began creating a website to promote the client's brand professionally and accurately and attract customers in order to lead to business growth. With the building of this new website, they wanted to tell the story of their company: a blue collar company from Chicago that helped the city grow over the past seven decades. With the help of third-party resource MFG Empire, K & K has been able to target the online customer base with functionalities that include ecommerce, pictures and prices of products, and being able to deliver services and products quickly.

"Right from the start, I could feel the genuine passion from both organizations to equip my company with all the necessary knowledge and expertise to thrive in the abrasive industry. I had a clear vision for K & K's website and the story I wanted to communicate through it. With the help of IMEC and MFG Empire, my vision was transformed into a wonderful masterpiece that will surely give K & K the much needed updated look."

-Joseph Gura, Director of Sales and Operations

## RESULTS



15 created or retained jobs



\$800,000 in new or retained sales



\$315,000 in new investment

## CONTACT US



1501 W. Bradley Ave.  
Bradley University  
Peoria, IL 61625-0001



(888)806-4632



[www.imec.org](http://www.imec.org)



*Together We Achieve Excellence*