



### Testimonial:

*"We had been trying to determine for quite some time if the technology and the expertise were even available to allow us to expand into this new product line. Not only did the findings of the Technology Scouting project show conclusively that we could expand into this new product line but I estimate that it saved us, at minimum, 1 year in R&D to get to this point."*

Herb Rawlings, General Manager  
Custom Resins, Inc.

### Company Profile:

Custom Resins, Located in Henderson Ky., is a manufacturer of nylon resins used in the manufacturing of a variety of products including food packaging film and weed trimmer line.

### Situation:

Custom Resins had identified an opportunity to expand into a new market by manufacturing a related but new line of Nylon Resin Polymers that would have the potential to nearly double the size of their business. These polymers are currently produced by only a handful of manufacturers which are outside of the U.S. and they currently enjoy the majority of the market share of these polymers. As such, the processing equipment, engineering, and technology were closely guarded and were not readily available on the open market and efforts to identify and procure these items had not been fruitful. It was verified that customers within this new market are anxious for a domestic supplier of the polymers.

### Solution:

Custom Resins engaged the Advantage Ky. Alliance in a Technology Scouting Project to identify sources for expertise and technology to build their polymer line or to verify that there were indeed no sources available and that expansion into the manufacture of these polymers would not be a possibility.

It was quickly verified that there were no primary or secondary suppliers of the processing equipment and the technology available, and that the few current makers of the polymers most likely had a custom engineered and built processing line. With no current U.S. manufacturers, efforts were focused overseas initially. Two polymer research institutions were found overseas who are valuable resources for technical assistance. The information they provided led to the identification of the firm that engineered and built the line and equipment for the largest current producer. Concurrently industries that use similar technologies and processes were identified as well as Universities with expertise in the field of polymer science and their related process engineering.



### Direct Results:



**Expert Engineer identified as consultant to Oversee Project**



**Once Completed, This project will include an \$8 Million Expansion in Kentucky**



**Project Anticipated to increase Revenue by \$75 Million**



**Saved Minimum of 1 Year R&D Time**

