

Long-Stanton Asia

Many of you are aware of our rich history and that Long-Stanton Manufacturing was founded in 1862 by John Stanton. His first orders were making stamped metal currency for local businesses. Later, he made metal uniform buttons for both the North and the South during the Civil War.

Throughout our history Long-Stanton has undergone a number of changes as a company to meet the demands of our ever-changing business climate. Most of these changes have been customer-driven. This driving force guides us today as it did back then.

Five years ago our management team anticipated the changes brought on by the global business market that we find



Our full-service facility includes making both tools and compound dies, as pictured above.

ourselves in today. We spent a tremendous amount of time talking and listening to our customers as they perceived the future. It became evident that there was a global manufacturing and marketing vision shared by a high percentage of them, and China was at the top of their list. However, one common component in their China strategy was the frustration they expressed in their efforts to overcome problems with communication, time zones, continuity of quality, intellectual property protection, governmental regulations and shipping.

As a result of these conversations, we determined as a company, if we were going to grow our sales and continue to be successful – we *had* to be in China. In August 2004, we brought in Marvin

Cunningham to serve as General Manager of our new division, Long-Stanton Asia. Over the next nine months we setup a full-service manufacturing facility in Changzhou, China, hired highly qualified and experienced manufacturing personnel, and opened the doors in April 2005.

Today, this operation has already exceeded our first-year goal of one million dollars in committed orders. And, based on the number of requested quotes (RFQ) from Fortune 500 companies, Long-Stanton Asia's future looks extremely bright.

Marvin states, *"Our customers are very interested to learn more about Long-Stanton Asia. They find confidence and comfort knowing that they are working with a 144-year old company that fully understands both Western and Chinese cultures. They are especially pleased to know they receive excellent support and communication about their parts, 365/24/7."*

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Marvin Cunningham, pictured second from left, is shown with his Long-Stanton Asia management team.

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