



New Products Corporation Thrives at 95



BENTON HARBOR, MI -- One of the oldest die casters in the US, New Products Corporation turned ninety five on April 22. "We're always injecting New into New Products. We are as lean and nimble as ever," said New Products CEO, Cheryl Miller. The owner-CEO is a third generation family member to run the die cast business, which makes millions of custom aluminum parts every year for the automotive industry, industrial valves, marine engines, and other industries.

Miller was honored to accept a birthday gift from the City of Benton Harbor

Mayor, Marcus Muhammad, a Proclamation declaring April 24-April 30, 2017 as New Products Corporation Week, for the City.

Employees celebrated Friday with a 1920s carnival theme party, Cracker Jacks and hot dogs. The party was sweetened with cupcakes and raffle prizes, including a \$95 gift card.

Employees swapped stories. Byrd Blanchard, a forty year employee, first started as a punch press operator, then went into Die Repair, a time when NPC was "turning out millions of agitators for Whirlpool washers." Fred Wolf, the longest running current employee at fifty-two years, loves New Products so much that he came in even when he wasn't scheduled. Chris Conner, a forty-two year veteran is still touched by a gesture of Stanley Miller (son of founder,), who brought apple cider from his farm to her home, spending time to get to know her over apple cider from his farm. Mike Selvidge, a thirty-nine year veteran, started his drafting job with pencil and paper. Randle Carpenter learned about a die cast position forty years ago from his brother-in-law, who worked at NPC. He filled in for a truck driver, until they could find a replacement. Carpenter jokes, he is "still waiting for his replacement." Linda Stright benefitted from NPC's sponsorship of Junior Achievement in high school. When she was hired for IT just out of college, Stanley asked that she stay at least six months. Thirty-two years later, she's more than kept her promise, and paid it forward as a Junior Achievement Advisor. These stories bring home the family business atmosphere, and a uniqueness in employee longevity, averaging twenty years--one of its secrets to success.

New Products is a success story in a difficult industry. The founder, Walter Miller, was an entrepreneurial genius who founded eight Southwest Michigan companies,

beginning with New Products. Miller was a pioneer in the die cast industry, receiving commendations for wartime inventions and production. New Products produced millions of parts for post-war consumer products. During the automotive boom, New Products and it's "brother" Modern Plastics invented a unique metal and plastic timing gears for cars that no other manufacturer was able to replicate.

New Products has survived floods, fires, economic downturns, yet continues to stand strong. The future looks bright. New Products bought a mortgage on Modern Plastics to expand operations to the vacant property across the street. The business hopes that bankruptcy trustee and property tax issues get favorably resolved so they can move forward. Management is implementing an ambitious new quality system, IATF 16949. The company is also investing in a number of equipment and technology upgrades. New Products is quoting new business and is hiring. Please see www.NewProductsCorp.com or contact Human Resources for open positions.

Founded in Benton Harbor, Michigan in 1922, New Products Corporation is a global supplier of custom, precision die cast aluminum and zinc parts for applications in a variety of customers, including automotive, military, industrial equipment, medical instruments, household appliances, transportation equipment, furniture, and more. TS 16949 certified, NPC is a third generation, woman-owned small business, recognized for its world class quality and on-time delivery. For more information about New Products Corporation, visit www.newproductscorp.com.

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