

# THE IDEAL ALMANAC

## What Do You Do When the World is Going Haywire? Expand!

*Hello and Welcome to the March Edition of the Ideal Almanac.*

Growing up, I worked with my father until he retired. He had a few rules that always worked well for him. Here are three of them.

The first was to treat everyone as an individual; they had worth and deserved respect.

The second was to be open to learning from everyone because you never knew when and where a great idea or piece of advice would come from.

The third was to always keep the overhead as low as possible with the fewest employees and the smallest amount of infrastructure possible so when times got bad, as they always would, he would be able to downsize at a moment's notice.

I agreed and have always thanked him for the first two pieces of advice but as for the third, since he retired, I have mostly done the opposite. I did not originally do it on purpose, it just seemed to work out that way. We always wanted to be in front of technology, innovation, and new areas. Since our customers knew this, they often came to us to help build their newest products. They would ask us to help build something unique which sometimes needed new equipment that also would often create a new product line for us. Once we started, it seemed like a great way to build our company and we kept doing it.

I also never liked to turn potential business away so that combined with our willingness to spend money and take huge chances, helped us to grow. This expanded us from printing and die-cutting to laser cutting, both plastics and metals,



machining, SMART labels, and various other product lines at our locations around the world. I never liked to say we could not do something, I still don't, which is why we are now waiting for the delivery of another screen printer, press, metal cutting laser, and CNC Routing machine here at our Maplewood, NJ USA location.

If you ask me if I think the global economy will boom, I would say no. If you asked me if I thought the global financial markets will keep going to new highs, I would say no. Could we be in for a steep downturn, the answer is eventually it has to happen. BUT, I can only control a small number of areas and one of those is banking on our ability to get whatever business is created in the marketplace. We cannot do that if we are not in the lead with the best people, technology, and the ability to innovate. I believe we have done so in the past, can do so now, and will do everything in my power to keep doing so in the future.

Regards always,  
Andrew

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