

WEAVING A PATTERN FOR GROWTH

Visionary thinking and manufacturing ingenuity are the dual engines driving Dielectric Solutions' growth as an emerging leader in high-performance glass fiber materials for markets that include the electronics, aerospace, automotive, military and oil field services industries. Founded in 2000, Dielectric Solutions (East Butler, PA) was born out of an idea that has both revolutionized the manufacturing process and enhanced the properties of lightweight glass fiber fabric. Not only are Dielectric Solutions' products 50 percent stronger and 30 percent thinner, with improved electrical and thermal properties, they are manufactured in a unique, patented, fully integrated process that uses half the fabrication steps of leading competitors – a process that enhances quality control, allows product customization to meet customer specifications and shortens product delivery times.

A small, independent manufacturer with 50+ employees, Dielectric Solutions has been doubling in size each year. The company recognized that they had reached a point where to sustain their high rate of growth, outside expertise in several areas would be very beneficial: marketing, personnel and finance. They turned to Catalyst Connection because of our focus and expertise in serving small-to medium-sized manufacturing companies. "As a growing company, it's really helpful to receive advice on a variety of different areas," says Todd Kadar, Dielectric Solutions' President and Chief Executive Officer. "We're not part of a larger corporation, so we don't have those resources in-house."

To increase the effectiveness of Dielectric Solutions' marketing efforts, Catalyst Connection created a tightly targeted, segmented database of prospective customers that use glass fiber fabrics in their products. "Catalyst Connection generated an excellent prospect list," Ken Beer, Vice President, Marketing, says about the initial strategic marketing support we provided. Information contained in the database is helping Dielectric Solutions identify high potential prospects and thus direct their sales efforts toward those prospects first. The



Todd Kadar, Dom Verdini and Bob Walters of Dielectric Solutions

next phase of this work, to be done in 2005, is a comprehensive strategic plan structured to develop the business in markets where Dielectric Solutions' patented technology provides a distinct technical advantage.

They also provided "tools for screening job applicants that give us a good indication as to whether a person's basic personality is geared toward the type of positions we're offering," says Eileen Bonahoom, Personnel Manager. "The tool has allowed us to concentrate more of our efforts in interviewing toward behaviors. It gets us beyond reference checking to better evaluate a candidate's suitability – his or her match with us." The company is also using the tool with their existing staff. "It helps our managers and supervisors better coach our employees on selecting a career path and provide the unique motivations for our people."

In 2004, Catalyst Connection was also able to assist Dielectric Solutions with term loans used to finance a large investment in capital equipment. "This capacity expansion, in part financed with the Catalyst Connection term loan, will help make it possible for us to continue to grow," says Kadar.