



AMEP CLIENT PROFILE

Ladder Rack Has Shot at Going National

Anchorage, AK

Company Profile

Ladder Rack, LLC is a start-up company that makes the "Half Rac" ladder rack for pickup trucks. The company has achieved a good level of success in the local market. President, Loyd Reese, has received active interest from national distributors, who were attracted to the high quality, excellent packaging, and reasonable price. Ladder Rack is located in Anchorage, Alaska.

Situation

The Half Rac claimed to have an 80 lb. load rating. However, this claim was not based on any testing. Competing products are tested to a load of 250 lbs. After learning of this discrepancy, national distributors were reluctant to buy the Half Rac. The company came to the Alaska Manufacturing Extension Partnership (AMEP), a NIST MEP network affiliate, to have the Half Rac tested.

Solution

AMEP sought testing options at the University of Alaska Anchorage, and throughout the MEP affiliate system. After receiving several helpful statements through the MEP knowledge base, Reese chose to proceed with testing at the Mid-America Manufacturing Technology Center (MAMTC), a NIST MEP network affiliate. David Richards, Product and Testing Engineer at MAMTC-Wichita, designed and implemented a series of tests to determine the failure points of the product. Reese was very pleased with the response time, the depth and breadth of tests conducted, and the quality of the testing report. He was most pleased with the result -- the Half Rac matched competing systems in its ability to safely handle a load of 250 lbs.

Results

- Doubled sales with projected sales of 20,000 units in 2007.
- Anticipated hiring of new employees.
- Negotiated contracts with 2 national distributors.

Testimonial

"Your work has given me a new sense of energy, now that we are overcoming these hurdles."

~Lloyd Reese, President

Interested in learning more about how the Alaska Manufacturing Extension Partnership, Inc. can offer services to your growing business?

We are conveniently located mid-town at 701 Sesame St., Ste. 200, Anchorage, Alaska. Contact us at 907.279.2637 or information@ak-mep.org.