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Carrier Plastics Introduces a Unique Business Philosophy

Auburn, NY Carrier Plastics has released a new **V²** logo (pronounced **V Squared**) that better describes their philosophy as a company.

V² = Value x Velocity and is defined by the following statement:

*Carrier Plastics is driven to provide two elements of outstanding capabilities to our customers; speed or true velocity in everything we do **multiplied** by superior value that incorporates total quality, operational efficiency and established organizational core values.*

This business philosophy has been adopted and is practiced by everyone at Carrier Plastics from the top down. “It’s one of the key elements that set us apart from other custom molders,” says John Carrier, President.

“Today’s market demands challenges our organization to respond increasingly faster to our customer’s request for custom bottles and lids. From our first inquiry, our Design Department works hand in hand with our Process Engineers to assist in the program development,” says Max Leone, VP of Business Development. “We move very quickly and practice DFM (Design for Manufacturing) that helps save time on the front end of many programs while at the same time providing a more cost competitive solution and a higher quality production process,” added Max.

The feedback from their customers has been very positive. Carrier Plastics is exceeding their customer’s expectations with on-time quote deliveries and effective communication that keeps their customer’s informed of their program progression every step of the way. Carrier Plastics is currently above 95% on all project goals which include on time delivery of T1 and P1 samples, tooling costs and project close.

A visit to the company’s website now includes the V² definition along with customer comments that provide the reader with an insight as to how Carrier has helped their customers grow and become more profitable.

Carrier Plastics is located in Central New York and was established in 1982. They specialize in Custom Product Design, Injection Molding (IM), Extrusion Blow Molding (EBM), and Injection Stretch Blow Molding (ISBM). Carrier Plastics is an Association for Manufacturing Excellence (AME) award winner and is the recent recipient of the Economic Champion by the CenterState Corporation for Economic Opportunity.

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CUSTOM DESIGN / INJECTION MOLDING / BLOW MOLDING



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