

Plastics News

Injection molder Bright purchasing equipment to keep up with growing sales

GREENSBORO, N.C. (June 29, 10:05 a.m. ET) — Bright Plastics Inc. is bringing in three new presses, five automation units and more auxiliary equipment as it adjusts for a record year in sales, according to partner Kirk Sparks.

By: Frank Antosiewicz

GREENSBORO, N.C. (June 29, 10:05 a.m. ET) — Bright Plastics Inc. is bringing in three new presses, five automation units and more auxiliary equipment as it adjusts for a record year in sales, according to partner Kirk Sparks.

"Most of our top 20 accounts are up, year to date. We are seeing strength in medical and telecommunications," Sparks said by telephone.

"We'll finish the year up 50 percent in sales," he added.

The Greensboro, N.C., company has installed three new injection molding presses — an 85-ton Engel and two Nisseis of 390 and 720 tons — as well as robotic equipment from Wittmann and Star, and other auxiliary equipment in recent weeks.

The company is growing so fast that founder Steve Bright, who is retiring, has one task remaining: to find more room. He is researching whether to build an addition or find a new building. Bright started the firm in 1987.

Bright remains a partner, but Sparks said they have a management team now in place. Sparks handles sales and marketing, Joe Vest covers engineering and automation, and Todd Poteat oversees manufacturing.

Bright Plastics operates in a 78,000-square-foot facility. Last year, it opened a 42,000-square-foot distribution center about 1½ miles down the road and is seeking more warehouse space. Its 31 presses have clamping forces of 60-1,100 tons. Bright has 117 employees and plans to hire more.

Sparks said the company has found the medical area to be particularly strong. It has 8,800 square feet of ISO Class 8 clean room space with Engel presses ranging from 60-200 tons. Two more Engels are expected in October.

Bright Plastics also is finding strength in telecommunications, consumer products, recreation, waste management and truck parts, Sparks said.

During the downturn in 2009, the company invested in training and machinery and that investment is paying off, said Sparks. He credits Vest with adding a

system from software and training supplier RJG. He also said Poteat's efforts in machine maintenance have dramatically improved line performance.

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