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DIGITAL JOURNAL

Marlin Steel Adds German Translation to Its Website to Build Export Trade

Baltimore, MD (PRWEB) April 24, 2013

Marlin Steel Wire Products, a leading manufacturer and exporter of custom-engineered material handling containers, has translated its website into German to better serve its international market. It added Spanish and Japanese versions of its website last year at marlinsteel.com

"We wanted to be able to better accommodate our German-speaking customers abroad and in the U.S.," said Drew Greenblatt, president of Marlin Steel. "We regularly interact with industrial and automotive companies and suppliers in Germany as well as at American plants owned by German companies."

The German version of the site can be accessed at <http://www.marlinwire.com/de>.

The translated pages include Marlin's services in [wire forming](#), [sheet metal fabrication](#), [machining](#) and [routing](#).

Exports make up 20 to 25 percent of Marlin's business in building industrial material-handling containers from steel wire and sheet metal. Marlin currently exports to 36 countries. According to the U.S. Department of Commerce, less than 1 percent of America's 30 million companies export. And of U.S. companies that do, 58 percent export to only one country, often Mexico or Canada. Exports account for 14 percent of Gross Domestic Product in the United States. That is much lower than most developed countries, including Germany, which is at 50 percent, according to the World Bank.

Greenblatt serves on Maryland Governor Martin O'Malley's International Advisory Council. He has written for Inc. magazine on the importance of export trade for the growth of U.S. manufacturing, especially by small and mid-sized companies. Journalists from the German international broadcaster Deutsche Welle (DW), German public radio ARD and German national weekly newspaper Die Zeit visited Marlin Steel's factory in Baltimore during the past year.

Marlin Steel was ranked as the 162nd fastest growing private manufacturer in America by Inc. magazine on its "5000" list of fast-growing U.S. companies. It was also one of three U.S. companies chosen this year for the Precision Metalforming Pioneer Award by the Precision Metalforming Association and The Hitachi Foundation. It was ranked as one of the 100 fastest-growing companies based in a U.S. city by the Initiative for a Competitive Inner City. Marlin operates in an Enterprise Zone designed to bring jobs to South Baltimore.

<http://www.digitaljournal.com/pr/1205187>

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