



# Marlin Steel Wire Products

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## Marlin Steel Wire Wins International Leadership Award

January 26, 2011

[www.marlinwire.com/](http://www.marlinwire.com/) [Marlin Steel Wire Products](#) is happy to announce it has won The World Trade Center Institute's 2011 International Business Leadership Award, to be presented on March 10, 2011. The winners were selected from a competitive roster of 80+ business leaders, as voted on by the External International Business Leadership Awards Committee.

When asked about the key success factors for Marlin Steel Wire winning this prestigious award, President Drew Greenblatt beamed, "We have transformed Marlin Steel Wire, growing it for seven years in a row. Now we export our custom wire baskets and wire forms and sheet metal fabrications to more than 33 countries." In the last sixty days, for example, Marlin Steel has exported wire baskets, precision sheet metal fabrications and [wire forms](#) to clients on five continents: Estonia, the Czech Republic, and Switzerland in Europe; Uruguay and Brazil in South America, Canada, Australia, and Taiwan.

Greenblatt continued, "In addition to the breadth of our customer base, the judging committee was impressed with our speed. The week the judges visited our plant in Baltimore, we received a precision [sheet metal fabrication](#) job from a prospect in Singapore after 5 pm on a Friday. Our engineers created precise prints for the client to review. They were approved on Monday. We shipped the job Tuesday to their client, on the other side of the world, in Switzerland. This blistering pace of responding, designing, building, and shipping products sets Marlin Steel apart. This client was so happy with us that we are working with them on making 80,000 sets a month starting in March."

Tony Witt, a mechanical engineer at Marlin Steel and graduate of the University of Maryland's Clark School of Engineering, designed and engineered the Singapore client's sheet metal product. He stated, "Marlin's investment of \$2.5 million in new robots is having a big impact on quality and speed. Our new sheet metal fabrication robot has a tolerance of +/-0.1mm (+/-0.004" or 4 mils). We have raised the bar on quality and clients love it. Closer tolerance means parts fit together as they are supposed to."

Another reason Greenblatt believes that Marlin Steel won this prestigious award is the engineering ethic at Marlin Steel Wire. Twenty-five percent of Marlin Steel Wire's employees are either mechanical engineers or designers. One of Marlin Steel's mechanical engineers, Kashyap Alur, stated, "This intellectual horsepower gives Marlin Steel the ability to generate innovative ideas that save clients money and time. Marlin Steel engineers must discuss with the client their fit, form and function. Exceptional engineering enables Marlin Steel to ship products faster because we make products right the first time. This requires a sizable investment in AutoCad software, but it is worth it." Mr. Alur is presently designing custom stainless steel wire baskets to hold a myriad of different parts for Pratt & Whitney aircraft engines.

Recently US Trade Representative Ambassador Ron Kirk visited Marlin Steel's factory because of its exporting leadership. He marveled at how Marlin Steel in Baltimore exports custom [stainless steel wire baskets](#) by the container load thousands of miles away to Australia and exports complex wire forms to factories in Ireland, Japan, Taiwan, and China. Ambassador Kirk was especially admiring of the products going to Asia. Chris Elwood, another of Marlin's mechanical engineers, spearheaded the identification of the fit, form and function of heat-treating parts for sheet metal and [cleaning baskets](#) which the company shipped to a client in Canada, to be used for curing parts destined for General Motors cars. "We used exotic steels that cost \$2,800 per sheet to meet their extreme heat requirements. This was the only steel that could handle their brutal thermal environment

without warping. This is the kind of engineering our clients appreciate and explains why we keep on growing right through the recession."

Greenblatt continued that he was "particularly touched that past winners included existing clients of Marlin Steel like BAE Systems, Becton Dickinson, Procter & Gamble, and Northrop. These are some of the most prestigious names in US industry and we are humbled to be included in this class."

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<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/01/26/prweb8088735.DTL>

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