

MAKO STEEL

ADVERTORIAL

Standing Firmly Behind Its Commitment To Customer Service • By Rhonda Paschal

“Never take anything for granted” is advice that Mako Steel takes to heart. It seemed like only yesterday when the effects of steel shortages were posing great challenges for the industry, which gave great meaning to this invaluable advice from which the company will continue to draw.

“In my 17-year career in this industry, that has never happened,” says Mako President Caesar Wright concerning the steel crisis. “We had to adjust to this by working even closer to our suppliers than we ever had in the past.” Even with the profound effects of the shortages, Mako Steel never lost sight of what is most important—its customers—and took whatever steps necessary to deliver exemplary service at a great value. Providing its steel suppliers with accurate monthly forecasts and as much lead-time as possible was just one strategy the company deployed to ensure a seamless operation and minimize project delays. Mako’s commitment to service paid off for the 13-year-old company, which saw its biggest sales year ever in 2005.

Helping to fuel its success last year was Mako’s continual work with private sector developers and first-time builders.

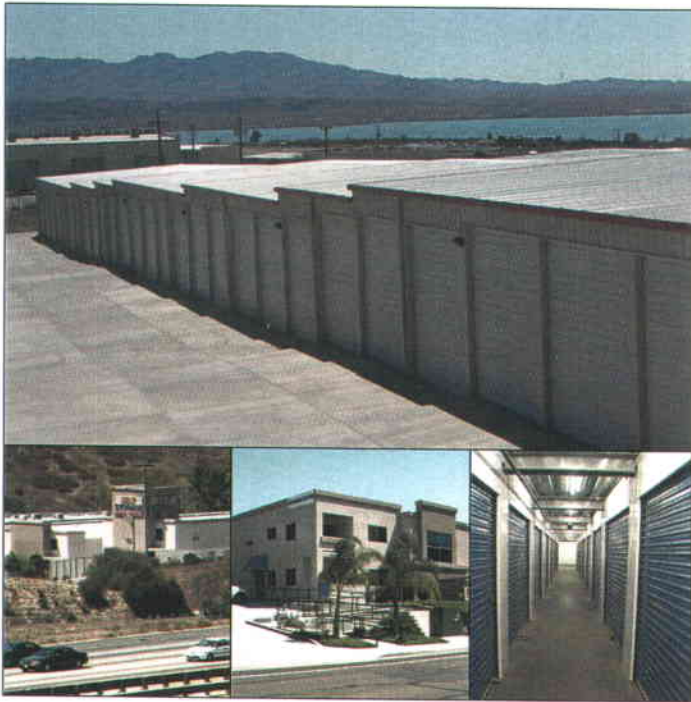
Involvement in this type of work gives the company an opportunity to share its knowledge of effectively laying out a project while keeping construction costs as low as possible. The latter is an obvious benefit for its clients. In fact, in its ongoing effort to keep costs at a minimum without compromising the quality of its products and services, Mako Steel is making more economical product designs available to its clients. “We are currently in the final stages of providing a more economical design specifically for boat /RV enclosed buildings and boat/RV canopies,” says Wright. “We are also in the process of exploring our engineering design to make our multilevel buildings more cost effective.”

Even when confronted with seemingly insurmountable obstacles, Mako Steel stands behind its commitment to offer high quality products and services without breaking its customers’ budgets. “By far the biggest challenge of 2005 was continually trying to come up with ways to make our framing system as economical as possible,” explains Wright. “Due to rising steel costs and construction costs in general we are constantly trying to design our system as economical as possible without compromising the structural integrity of the building,” he adds. Having an on-staff engineer who is registered to prepare structural drawings in 38 states is a great advantage for Mako Steel and makes it possible for the company to dedicate more time to its projects.

Mako Steel is incorporating a new material into its designs that is yielding rave reviews—a stucco-embossed panel called StuccoTek. Provided by Stucco Technologies, the panel is 20-gauge G-90 galvanized steel, is 16 inches wide, and comes in 24 different color finishes. “It has had very positive feedback with architects and building departments,” Wright says. “We’re very excited about this product.”

Another source of excitement for Wright is the positive year he forecasts for both the industry and Mako Steel in 2006. “Even with rising land/construction costs, our industry remains healthy,” he says. Feeling confident that residential growth is still on the rise, Wright enthusiastically adds, “Our East Coast office in Jacksonville, Fla., run by Bruce McCardle, continues to produce at a very pleasing pace. We’re confident that if we continue to treat people like we expect to be treated, our business will remain healthy.”

Armed with strength in its in-house engineering department, dedicated longtime employees and a firm commitment to customer service, there is no doubt that Mako Steel will continue to be a leader in the steel constructing business for years to come.



QUICK FACTS

Company:	Mako Steel
President:	Caesar Wright
Locations:	Carlsbad, California, Jacksonville, Florida
Founded:	1993
Products:	Steel construction materials

For more information, call Mako Steel at (800) 383-4932 or visit the company's Web site at www.makosteel.com

