



California's Manufacturing Network

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MEDIA RELEASE

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Local El Cajon Manufacturer Featured in National Case Study

Torrance, CA – November 19, 2019 – Local El Cajon manufacturer, DaMar Plastics, was recently featured in a case study by CMTC (<https://www.cmtc.com/cmtc-case-studies/damar-plastics>).

Da Mar Plastics, founded in 1970 in San Diego County, was acquired in 2013 by Bill Dickinson, a local business executive with over 37 years of experience in the plastics field. DaMar Plastics successfully grew over the years due in large part to its culture of innovation that enabled the company to take on projects that other injection molding companies found too difficult. Says Bill Dickinson, President of DaMar Plastics, “We are committed to continuous improvement and growing the company’s top line sales, as well as identifying key projects that will continue to improve work flow, safety and results.”

DaMar Plastics implemented a number of projects, beginning with the development of a strategic roadmap to detail a prescriptive path forward. They also leveraged a series of no-cost electrical infrastructure upgrades offered by local utility providers, which included comprehensive audits, lighting retrofitting and a custom measures program. Savings from these efforts helped to support operational improvements delivered through workforce training in preparing for ISO 9001:2015 certification. The types of assistance provided included, among other things:

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- San Diego County Workforce Development Board Grant Funding
- CMTC's California Manufacturers Accelerator (CMA program): Sales and Marketing Growth Track, Strategic Planning Growth Track and Quality Systems Growth Track
- ISO 9001:2015 training and audit support
- Guidance from CMTC's Advanced Manufacturing Technology Practice - Comb Pick and Place and Bottle Inspection
- Enterprise Resource Planning System Selection

DaMar Plastics with technical assistance and support from CMTC realized a number of benefits from the various programs and projects. The company successfully achieved certification to ISO 9001:2015 standards; realized costs savings through improved energy management; efficiently implemented an ERP systems selection to improve the company's information systems; and received guidance and coaching to improve in the areas of marketing and further developing its strategic plan for continued growth. Direct impacts to the company included, two new jobs being created, 25 jobs retained and the company investing over \$110,000 in plant, equipment, their workforce and processes.

CMTC, as one of fifty-one Centers across the nation in the MEP National Network, is part of the U.S. Government's effort to develop and deploy technology, management and technical expertise to small and medium-sized manufacturers to improve their productivity and global competitiveness.

About DaMar Plastics

DaMar Plastics has been manufacturing in San Diego County since 1970. Founded by David and Mary (DaMar), a tradition of success began that is still part of the culture at DaMar Plastics. In 1986, David and Michele Kabbai purchased the business and brought a culture of innovation into the company taking on projects that other Injection Molding companies found too difficult. The culture of innovation continues today. In 2007, David and Michele brought Blow Molding capabilities into the company and today we make an impressive array of custom Blow Molded products.

In 2013 a majority of the company was acquired by Bill Dickinson a business man with over 37 years of experience. Bill brings a deep level of sales, marketing and leadership skills to the company and intends to continue the tradition of success and innovation. Bill is focused on continuous improvement across the entire operation. As a growing company, DaMar Plastics has been developing amazing capabilities under one roof.

About CMTC

CMTC, a private non-profit corporation, was established in 1992 to provide consulting services to small and medium-sized manufacturers in California. In 2016, The U.S. Commerce Department's National Institute of Standards and Technology (NIST) awarded CMTC a five-year agreement to be California's Manufacturing Extension Partnership (MEP) Center. This agreement makes CMTC the lead organization for delivering services to small and medium-sized manufacturers in California with support of partners throughout the state. Through its collaboration with these partners, CMTC will enhance operational performance, new product development, market expansion and technology adoption for manufacturers in both urban and rural centers. For more information visit www.cmtc.com.