Press Release

For Immediate Release
May 27, 2020

Westfall Technik® Leverages Proprietary Operational Model with Centralized Branding Initiative.

Global holding company unites multiple locations with One Westfall. All in. mantra.

Westfall Technik® (Westfall) is launching a comprehensive branding initiative which will roll out a new corporate website, enterprise-wide signage program and integrated communications materials targeted to the healthcare, consumer package goods and light industrial markets. Since 2017, Westfall has experienced accelerated growth, expanding to 18 global locations and 1500+ associates serving thousands of customers.

“The goals were clear, but the challenge was evident. We had to take a customer first position and that becomes challenging anytime you rapidly grow as we have and need to integrate under a singular vision while maintaining everything that is great about the people and organizations that are now part of Westfall”, said Merritt Williams, Chief Sales and Marketing Officer. “There are some special people and bring tremendous capabilities to the offering and culture we are building. More importantly, we need to be clear in our message to the market and our customers and what value Westfall brings to them and make it easy to do business with and easy to connect with. I believe we have made a significant step forward on delivering on that promise.”

Westfall’s branding platform leverages its unique Stacked Integration Model™ as a unique differentiator in the plastics manufacturing industry. The operational model enables Westfall to deliver end-to-end solutions – from design to logistics – with a singular point of contact for the customer. The corporate mantra, One Westfall. All In., is the cornerstone of the brand story, expressing the internal culture’s drive towards providing unprecedented value throughout the customer journey.

Jim Berkla, Chief Growth Officer and General Counsel explained, “Our new website is a milestone in our effort to integrate their complementary expertise to create a true solutions provider. With world class toolmaking and the industry’s most reliable hotrunner systems in-house, Westfall is the safest manufacturing option for healthcare and consumer goods companies bringing products to market. Our strategy is simple – if we design and build and run the manufacturing system, we

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protect the customer from the risks inherent in a fragmented industry where production challenges are often met with molders, toolmakers and automation suppliers deflecting blame instead of guaranteeing supply-chain integrity. With confidence in our manufacturing solution, our customers can also carry less safety stock and run their businesses more efficiently. And having all of these competencies within a single company enables us to respond to our key customers with unmatchable speed and flexibility. As an example, we are currently building and qualifying high-cavitation molds to produce COVID-19 testing components within 6 weeks of final design.”

The company plans to execute on multiple communications vehicles in Q3 and Q4 following a late May official website launch.

About Westfall Technik Inc.

Westfall Technik is a global holding company which provides highly-productive plastics manufacturing solutions to the healthcare, consumer packaging and consumer goods and light industrial industries.

Westfall Technik’s competitive advantages include modern automated systems, correlative molding processes, and effective industry 4.0 concepts.

Brand owners can expect high quality products at an excellent value, a fast response for decreased time-to-market, 100% inspection and traceability from pellet to pallet, supply chain security compliance, and reliability from a trustworthy team.

https://westfalltechnik.com

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Westfall Technik is a global holding company disrupting the plastics manufacturing industry. We provide end-to-end manufacturing solutions for the complete lifecycle of molded plastic parts. We serve multiple vertical markets with a multi-site global footprint, delivering customer lifetime value.

One Westfall. All in.

**Design. Create. Build.**

**Healthcare**
The only custom injection molder capable of delivering fully integrated manufacturing solutions in the healthcare vertical market.

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Custom and stock solutions, delivering high volume and high automation that penetrates markets.

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