



SCEDC Testimonial

DURA-TREL INC.
SHEBOYGAN FALLS, WISCONSIN

- Business expansion plan development
- Site assistance
- Non-traditional finance
- Second-stage business acceleration



SHEBOYGAN COUNTY
ECONOMIC DEVELOPMENT
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SCEDC Helps Facilitate Dura-trel's Growth

Dura-trel Inc., the world's leading manufacturer of vinyl lawn and garden products, experienced significant growth over the past few years to the point of requiring additional employees and tooling to meet an increased demand.

Established in 1998 and headquartered in Sheboygan Falls, the company's arbors, trellises, planter boxes, compost bins, picnic tables and other home accessories are handcrafted in-house. Bob Schnettler, President/CEO reports that the company enjoys robust sales with direct customers that include Home Depot and Wal-Mart.

"Online shopping has been the driving force behind the ever-



increasing growth at Dura-trel the past few years and the future looks even stronger," said Bob. "We've been increasing 25-30 percent per year, and are now in need of a new, larger manufacturing plant, and with help from SCEDC we see that happening soon."

Collaborating with Chuck Brys, Business Development Specialist from the Small Business Development Center at UW-Green Bay, the Sheboygan County Economic Development Corporation assembled a business plan demonstrating Dura-trel's solid history and its future projections. Consequently, the company was able to secure private financing through Commerce State Bank and a loan from the Sheboygan County revolving loan fund.

Dura-trel was able to successfully implement the plan and filled the additional positions they created. The expanded staff and increased working capital allowed them to fill more orders. In fact, in addition to the new plant, Schnettler plans on bringing his sons in as equity partners in the family-owned business.

"Working with SCEDC has been a real pleasure," said Bob. "The staff is very knowledgeable about the needs of small business in Sheboygan County, and they will do everything they can to help grow your business."



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Bob Schnettler, President/CEO
DuraTrel, Inc.



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