



PREMIER PRODUCTS OF RACINE, INC.

REVOLUTIONIZING BUNDLING
FOR PRECISION METAL COMPONENTS

Premier Products of Racine, Inc., a Wisconsin-based contract manufacturer celebrating 25 years in business, specializes in **high-quality** roll-formed and stamped **metal components** for industries ranging from refrigeration to solar energy. Their manual **packaging process** couldn't keep up with their **growth** and created inefficiencies in the process. The company partnered with Felins, Inc. to **automate bundling for their components** with the Pak-Tyer machine — a decision that **boosted productivity by 30%**!

Kevin Poulsen, Owner & COO, shares how their journey to find an innovative solution transformed their operations.

A LEGACY OF PRECISION

Premier Products has built its reputation on custom-engineered solutions and unmatched customer support. With 40 employees and a 25-year track record, the company serves industries as diverse as telecommunications, liquid hauling trucks, and solar energy from their Racine, WI facility.

“We pride ourselves on high-quality parts and unmatched support for our customers,” says Poulsen. “The building we own gives us plenty of room to grow for many years to come.”

COMPANY DETAILS

- Premier Products of Racine, Inc.
- Racine, WI
- 40 employees
- www.customrollform.com



MIDWESTERN INNOVATION MEETS MIDWESTERN CRAFTSMANSHIP

Premier Products of Racine previously bundled metal components using hand-applied plastic wrap, a process that caused pain points in the process such as:

- Slow throughput due to repetitive manual labor
- Bundles often loosened, requiring rework
- Customers struggled to open layers of shrink wrap

“It was slow and time-consuming,” recalls Poulsen. “Many times, we had to re-do what we wrapped because sometimes the bundles did not get tight enough to fit in the box properly.”

After discovering Felins, Inc. online, Poulsen reached out to the Felins team in order to schedule a visit to their Solutions Showroom, a large facility located in Germantown, WI that features all their different packaging systems and machinery. The Felins team tests samples shipped in from customers all over the world but since Poulsen was nearby, Premier Products were able to bring in their exact metal components to test on the Felins Pak-Tyer machine, a semi-automatic tying machine that allows an operator to automatically tie products using an elastic tying material, similar to a rubber band.

“We were allowed to come onsite to physically test the machine with our application. To our surprise, it worked perfectly,” says Poulsen. “Being able to test it before we had to buy the machine pretty much sold it for me.”

The results were staggering:

- 1.3 million pieces bundled annually
- 150,000 ties/year
- 30% productivity boost on their floor



The introduction of the tying machine not only allowed Premier Products to scale their operations but it also enhanced their customers’ experience. Their customers found it easier to access the components, reducing packaging frustration and saving valuable time on their production floor as well.

“Our operators love it, and our productivity has increased nearly 30%. The best outcome is our customer really enjoys just cutting the tie versus cutting through many layers of shrink wrap. This has also increased productivity on their floor as well,” noted Poulsen.



Premier Products of Racine, Inc. has always been committed to excellence and their decision to partner with Felins was a natural next step in their pursuit of greater quality. The Felins Pak-Tyer tying machine not only streamlined the packaging for their high-quality metal components but also demonstrated how modern automation technology can be seamlessly integrated with traditional craftsmanship, helping them stay ahead of industry demands.

A RIPPLE EFFECT FOR THE INDUSTRY

The impact goes beyond the metrics. The company's shift to automated bundling didn't just streamline Premier Products' operations, it sparked a ripple effect.

"I love showing it off on tours and many customers think it's a great application. With most tours I usually get someone asking for a contact at Felins so they can explore options for their company," says Poulsen.

This unexpected benefit has turned Premier Products into an advocate for Felins' packaging solutions, proving that innovation isn't just about internal gains, it's about lifting up the entire supply chain.

While most companies will gatekeep their resources, Kevin and his team are going above and beyond so other manufacturers can thrive.



Premier Products of Racine, Inc.
Your Complete Roll Forming Resource

“

The machine works flawlessly. It has not jammed once since we purchased it.

— **KEVIN POULSEN**, OWNER & COO AT PREMIER PRODUCTS OF RACINE

”

THE BLUEPRINT

By investing in their product, their people and their customers, they've positioned themselves as leaders in precision manufacturing proving that even with 25-years of experience, companies can still innovate fearlessly.

Partnering with Felins also reinforced their pride in local collaboration, according to Poulsen, "It's great to work with a local Wisconsin-based company." Neal Dowding, Product Marketing Manager at Felins assisted Poulsen in the Felins Showroom during testing and adds, "At Felins, we don't just sell packaging machinery, we try our best to build lasting partnerships. From hands-on testing at our showroom to ongoing support, we're committed to ensuring our customers get the most out of their machines long after installation. Like Premier Products, this success story is a reflection of our dedication to helping other businesses thrive."

As Premier Products continues to grow, their journey serves as a blueprint for manufacturers nationwide: sometimes, the smallest change — like choosing to upgrade a bundling process — can unlock efficiency, delight customers, and inspire an industry.

