

facturer that had become involved with a regulatory matter with its municipality over the effluent. It was a dilemma because the manufacturer was having to discard a certain amount of excess material to meet the fastness quality required in the product. Meet the quality standard and place the effluent at odds with the city. Meet the city's standard and lose quality required by the customer.

The manufacturer called Melatex and Corley says his staff identified and helped implement the solution that satisfied both the desired standard in the product and the effluent.

Lawrence says he realizes his sales reps may be in his office after reading this article but he says he will not waver from his belief that quality and service – no matter how big or small the order – is paramount to having the lowest price points.

"We walk in with a lot of experience," Lawrence says. "We treat the five-pound order as just significant as the 5,000-pound order. I'm really proud of that."

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