

News Feed




I've been doing marketing stuff for most of my career here at Formtek-Maine, whether it's editing pictures, providing content for the websites, creating ads in a pinch, generating splash pages for show equipment, or Photoshopping up the yearly (mostly) Christmas card. Now it's officially part of my responsibilities and I'm looking forward to the challenge, one of which being reviving the monthly newsletter. It may not look like much but what follows took weeks to learn the program, write the content, obtain pictures, and proofread. That being said, I'm looking at this as a work in progress. I planned on adding a feature article and a monthly address from our new Sales Manager too but quickly postponed those for August's edition due to time constraints. I'd also like to showcase changes around our facility beyond personnel, like the new equipment we're bringing in to improve lead times and better our final product for our customers. If there's something you'd like to see, a correction you want to point out, or just want to say "hi", feel free to email me and I'll try to accommodate your requests. Thank you for the support you've provided Formtek-Maine in the past and for working with us toward the future of our company.

-Craig Derosby
 Senior Sales Engineer / Marketing Manager
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Our Newsletters can be found at:
www.formtekmaine.com/newsletters

Equipment Spotlight

Compact Press Feed Line for Destiny Manufacturing

We recently shipped and installed a new high-capacity compact press feed system to Destiny Manufacturing, a precision metal stamper in Brunswick, OH. The line was sold through our local distributor John Oleska of Oleska Industrial Equipment Sales. The 36" wide compact feed line consists of a combination straightener/feeder with hold-down peeler station and a motorized stock reel and can process HSLA up to 0.187" thick in coils weighing up to 20,000 lb.

The straightener/feeder is a C9 model and includes features like (2) sets of independent adjusted stock guides, powered high lift head, and servo-driven pilot lift on the upper straightener rolls.

The stock reel has dual hold-downs for added safety during thread-up and dual payoff modes: paddle loop for heavier gauge coils and slack loop mode off the back of the coil for lighter gauge materials.

The unit arrived at the customer's facility, was installed by the customer, and was commissioned by our service department in June of 2022. The line is currently in operation. Click the link [here](#) to see the line in operation.



Changes in the Sales Department:

Formtek Maine's sales department has gone through quite a few changes over the last month. Some people have new roles (and one has a new office) and others are new additions to the team.

Promotions:



Kelli Lang: Inside Sales Manager

Kelli joined the Formtek-Maine sales team as the Sales Administrative Assistant in August of 2015. She brought with her an 18-year background in Lean Manufacturing and new hire management, where she was responsible for the production side of manufacturing. Within six months of joining us at Formtek, she was offered to step up to the role of Sales Engineer where she's spent the last 6 years. In May she was offered to step up yet again, this time to fill the role of Inside Sales Manager where she will direct the business activities of the inside sales department. Please help us in congratulating her in her new role as she's got her work cut out for her. Kelli is excited for the new opportunity to support our sales department and our dealer network and would like your help in welcoming our new hires, Kendra and Tevin, and congratulating Craig with his new promotion to Senior Sales Engineer/Marketing Manager.



Craig Derosby: Senior Sales Engineer / Marketing Manager:

With 24 years at Formtek-Maine and seeing hundreds of Coil Metal Processing Systems, Cut-to-Length Lines, and Multi-Function Lines through from customer concept to delivery, Craig has formed customer relationships and lasting impressions with our network of dealers. With Craig's recent promotion to Senior Sales Engineer/Marketing Manager, he will now also be responsible for the marketing and advertising strategy, content, design, and implementation for our family of brands at Formtek-Maine. Craig brings talent from both his personal and professional life that directly matches him to this new role and he wants to hear from you on how we can better serve you. Please be on the lookout for surveys to share your ideas as he puts his plan in motion. (thanks to Kelli for this write-up. Her kind words are appreciated)

New Employees:



Kendra Raven: Sales Administrative Assistant

Kendra joined us in May to fill the position of Administrative Assistant and is currently being trained by Nancy and Kelli, two of the best to hold that position in the past. If you haven't had the pleasure of speaking with her you soon will, whether she's following up on payments, sending invoices, checking on commissions, or paging one of us for you. She's also taken to her new job quickly and we're happy for it, as her job is critical to the operation of our department.



Tevin Huff: Technical Sales Engineer

Tevin joined us in June after graduating from the University of Maine in Orono (my Alma Mater, don't hold that against him) in May with a degree in Mechanical Engineering Technology and a minor in Electrical Engineering Technology. In addition to his engineering background, he brings some fabrication and programming skills to the table. If you haven't had a chance to speak with him yet you soon will as he's already making a dent in our quote backlog.



Helmed by Paul and Michele Andrews, AMP Machinery Systems has been successfully covering the highly competitive Greater Chicagoland area and Northern Illinois for us for over 20 years. AMP is consistently one of our Top 5 dealers year after year.



Paul Andrews: President



Michele Andrews: Vice President



Zak Andrews: Sales Engineer

In the 90s Paul worked for one of the OEM press builders, starting out as a service engineer. He made the transition to sales engineer and was trained and mentored by the same man who trained me, the late Braxton Hornsby. When the economy took a downturn in 1999 Paul decided he could help his customers more on his own. He could broaden his sales options by recommending ancillary equipment to install on existing presses to increase production if they did not have money in their budget for a new press or feed line.

In June of 2001 he and his wife Michele started their own business with Paul as President of AMP Machinery Systems and Michele as the Vice President. With two small children at home, their son Zak and daughter Bailey, it was critical that they succeed in their endeavor.

Paul immediately contacted Bruce Bean about representing CWP. During his time with the press manufacturer, he had worked with many of our competitors in the press feed industry and felt that CWP had both the highest quality products and the best after-market service. As an added advantage, CWP's equipment was designed, built, and supported in the USA (and still is).

He has continued to sell and support not only CWP equipment but CoilMate/Dickerman, ROWE, and B&K equipment for over 20 years as he feels we maintain a high-quality, always evolving product offering and best-in-class service. That and over the years he and Michele have built strong relationships with everyone they work with at Formtek-Maine and feel they are part of our family. We feel the same way and are glad to have them on board.

Over the years Paul and Michele tried to sign on another sales engineer to help them better cover their extensive territory, one in 2005 and another in 2011 each with limited success. In 2020 they made the decision to bring their son Zak into the family business as a sales engineer. Paul and Michele intend to pass the torch to Zak in the near future to allow him to take over the company. Then they can step aside and work for him.

In addition to the Formtek-Maine product line, AMP Machinery Systems, Inc. carries a variety of stamping presses; mechanical, servo, and hydraulic. He also carries conveyors for both material and scrap handling applications, stock lubrication systems, quick die clamping, die sensors, and safety equipment.

You can find AMP Machinery on the web at www.ampmachinery.com