

Best Small Business

Primera Plastics, Inc.

Primera Plastics, Inc., a plastic injection molding company, had been in business for over ten years and was experiencing a significant amount of growth. Due to rapid expansion, they found themselves faced with many obstacles, such as that of working with the various governing bodies and the lending institution involved, all of which had influential power over the potential to expand. Owners Noël Cuellar and Ethan Barde came to the MI-SBTDC, hosted by Grand Valley State University, with hopes of receiving guidance in dealing with the challenges of expansion.

MI-SBTDC counselors Dante Villarreal and Ken Rizzio assisted Primera Plastics, Inc. by generating cash flow projections and suggesting methods by which to control growth. Most recently, the focus has been upon opportunities for international expansion and as a result, they were able to travel with an MI-SBTDC consultant to Mexico on a trade mission where they established valuable contacts and defined potential customers. Because of continuous counseling from the MI-SBTDC, Primera Plastics, Inc. has doubled their number of employees, expanded their facility by 70,000 square feet and increased their sales from 9 million to 15 million. In 2005, they were named the West Michigan Hispanic Chapter of Commerce Business of the Year.



Noël Cuellar
Ethan Barde