

Intelligent Design

Decimet Sales Inc. acts as the one-stop shop for displays and metal fabrication

Imagine you are the marketing director for a large retail store. You and your largest electronics supplier just reached an agreement to bring in the newest, hottest item of the season. This is an exclusive deal, and your promotional tools need to be flawless in order to meet sales goals. The product will arrive in less than a month and you need to design marketing collateral and displays to drive consumer interest. Where do you begin? Is there enough time? You

have an idea of how to showcase the product, but standard display shelves won't cut it. You need something that will "wow" customers, something that will really draw them in.

To make this work, you will need to determine the size, shape, color, and materials for the display as soon as possible. Problem is, you don't know how to put your thoughts and ideas onto paper. Maybe a design engineer can help with that. Once you have a suitable design drawn, you will still have to find a metal manufacturer to

transform the drawing into a tangible product. And don't forget the plastic and hardware components. Someone will have to assemble these displays as well. Talk about a project-management nightmare. You are supposed to be marketing product, not building displays!

This may seem like a complex job, but it's what employees at Decimet Sales Inc. in Rogers, Minnesota, excel at every day. Customers of Decimet Sales call it a "one-stop-shop" for good reason; employees manage jobs from the

design stage to production, shipping, and the final displays.

The company was founded in 1982 by Joe Hines' father, Jack, who retired last year. Jack picked up experience working for other metal fabricators and realized, as a lot of ambitious people do, that he could probably do it better himself; with his reputation, contact list, and work ethic, he did just that.

For 10 years, Decimet brokered machining, sheet-metal work, wire forming, and other fabrication. Thanks to



EXCEED EXPECTATIONS

"Our success comes from always focusing on the customer and their needs. Quality, communication and the ability to meet deadlines are key. Our employees meet and exceed customer requirements every day by focusing on these elements."

EMPLOYEE SNAPSHOT

Name	Darrel Shelley	Steve Cook	Max Foster
Title	Drafter	Project Manager	Controller
Years at Decimet Sales	5	5	5
Why do you like working at Decimet Sales?	The owners care about the people that work for them, and the company strives toward customer care and satisfaction.	We will take difficult and short lead-time jobs and do whatever it takes to satisfy our customers. We don't hesitate to sub-contract work to a group of prequalified vendors with which we have longstanding relationships.	The owners truly care about employees, the culture focuses on openness and trust, and employee input and expertise is highly valued.

BY THE NUMBERS

1982: founded • 85-90: employees • 80,000: workspace size
• 40% OEM, 40% Retail, 20% Security and Safety: customers by sector



INSPECTING PERFECTION: Joe Hines (pictured here) leads a team of professionals who inspect every display product produced through their machining process.



their penchant for meeting deadlines, Decimet built a loyal customer base. It was time to expand. So the Hines family (brothers John, Tony, and Mike Jorgensen are all active on a daily basis with the company) built a 80,000-square-foot facility in Rogers, 25 miles northwest of Minneapolis. "We wanted to be able to engineer, make the prototypes, and do the drafting ourselves, and all in the same location," Joe explains. "It differentiates us from our competitors and provides a real value-added service to our customers."

Joe says that Decimet has managed its growth carefully, and that it has paid off in the long run. One of the keys to growth has been managing production. Decimet tries not to put all its eggs in one basket, as it were, distributing production as equally as possible through store fixtures, machine parts, and service parts.

Growth is managed in such a way as to balance production loads by utilizing suppliers, so that a significant capital investment is avoided. It's a strategy that also keeps employees happy. "We have many employees who've been with us for a long time," Joe says. "Our success is directly related to our employees. We have an excellent group of employees that takes pride in their work. They are dedicated to providing customers with the highest level of customer service and satisfaction."



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