

The National Association of Manufacturers

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NAM LAUNCHES AFFORDABLE ENERGY CAMPAIGN

(p.2)

ECONOMIC OUTLOOK

The Recession Is Over, But Recovery
Remains Tepid

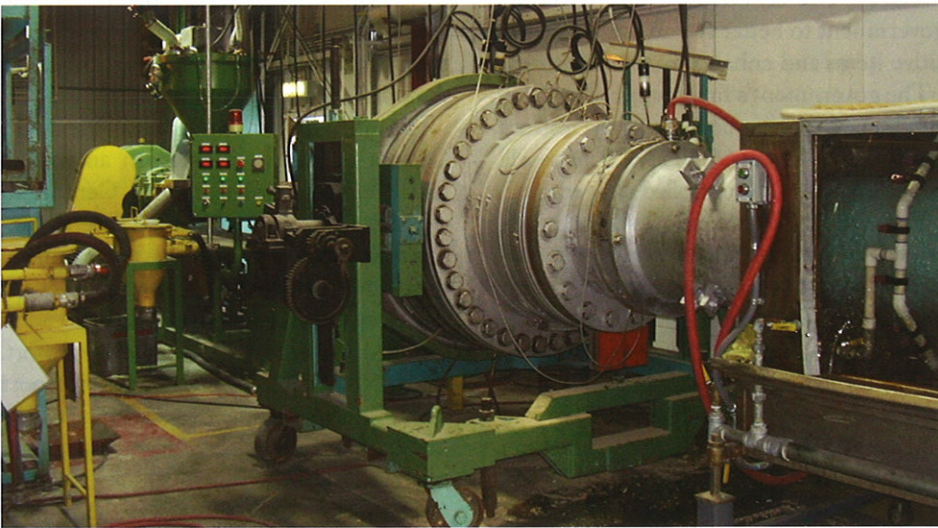
HEALTH CARE REFORM'S

Hidden Tax Reporting Requirements





Manufacturing and Corporate Responsibility: JM Eagle



Walter Wang is president and CEO of JM Eagle, the world's largest plastic pipe manufacturer, headquartered in Los Angeles, Calif. He recently talked with *Member Focus* about the company and some of the top policy issues it is facing.

Member Focus (MF): How has JM Eagle become the world's pre-eminent manufacturer of plastic pipe?

Walter Wang (WW): Throughout the last 26 years, we at JM Eagle have employed a corporate strategy of continuous improvement. We aim for stronger relationships with our customers through world-class customer service, we strive for increasing quality and greater production efficiencies and we introduce technologically innovative products.

MF: What are the keys to maintaining a competitive edge in today's challenging global marketplace?

WW: Although there are many contributing factors to staying ahead of the competition,

it's innovation that will push a manufacturer to the top. Unique offerings allow a company to move beyond me-too commodity products and stand out from the competition.

Developing and maintaining customer loyalty is also essential for any manufacturer that wants to stay ahead of the curve, particularly in today's economy. Take into consideration that it costs six times more to sell to a new prospect than to sell to an existing customer. By simply treating customers like strategic partners and showing them you truly care about our mutual success, you guarantee they will come back.

MF: What can other manufacturers in the United States learn from your company to become more competitive globally?

WW: We are devoted to continually advancing our manufacturing facilities; in the last 15 years we have re-invested more than \$350 million to keep our operations state of the art, as well as to introduce new products to the industry. This commitment to our plants has given us more opportunity to increase production efficiency, expand our product line and lead the market with new innovations.

We also believe strongly in making a difference in the world, focusing on the greater good beyond being just a profit-driven company. Making the world a better place through philanthropy is fundamental to our existence. Our industry plays a vital role in ensuring our nation has easy access to water—one of the fundamental necessities of life. It is also our corporate responsibility to ensure those less fortunate also have access to clean, life-giving water.

This corporate mission has helped us at JM Eagle maintain a strong vision for our company and move forward in a positive direction.

MF: What is the top issue or challenge facing JM Eagle, and how does it impact your ability to expand and compete?

WW: Recently the American Society of Civil Engineers rated America's water infrastructure at a "D-." The current system is crumbling around us and it affects every person in this country. Despite this grim assessment and the need for change, there are many who are still not yet embracing the benefits of plastic over alternative pipe materials. Our challenge is to work with these municipalities to see that the millions of miles of deteriorating infrastructure are replaced with a long-lasting and dependable solution. That solution is plastic pipe. ●