

## Situation

Established in 1948, K & K Abrasives is a leading manufacturer of superior quality abrasive products. As a family-owned business with 65 years of experience, they employ state of the art equipment, utilize premium grade materials, and offer a vast array of products to satisfy the individual needs of their customers. With recently acquiring a new company in Indianapolis, K & K Abrasives was looking to build a new more modernized website that is considered one of the best in the industry, as the previous one they used had no ecommerce functionality and was not used as a marketing tool.

## Solution

K & K Abrasives was referred to IMEC in February of 2024 through our partnership with the Greater Southwest Development Corporation and Jim Longino, Director of Industrial Development. After the connection was made, both parties began creating a website to promote the client's brand professionally and accurately and attract customers in order to lead to business growth. With the building of this new website, they wanted to tell the story of their company: a blue collar company from Chicago that helped the city grow over the past seven decades. With the help of Third Party Resource MFG Empire, K & K has been able to target the online customer base with functionalities that include ecommerce, pictures and prices of products, and being able to deliver services and products quickly.

## Impacts

The impacts this project development will have on K & K Abrasives touches three different areas: financials, workforce, and expansion. Over the next year, with the creation of this newly designed website, they are expected do over \$1,000,000 of revenue over the next year, with \$2.3 million expected the year after. They are also looking to hire 15 new employees over the next year, and within the next few years bring in a total of 45 employees that helps bring in the local community. Expansion is also on the radar for K & K Abrasives, with them opening up a facility in Austin in the next year, which will then lead to New York and Florida expansion areas after.

## Results

- New Sales: \$1,000,000
- Retained Sales: \$800,000
- New Jobs: 15
- Total New Investment: \$315,000

*"Right from the start, I could feel the genuine passion from both organizations to equip my company with all the necessary knowledge and expertise to thrive in the abrasive industry. I had a clear vision for K & K's website and the story I wanted to communicate through it. With the help of IMEC and MFG Empire, my vision was transformed into a wonderful masterpiece that will surely give K & K the much-needed updated look."*

*Joseph Gura, Director of Sales and Operations, K & K Abrasives*