



The Latest News from the Leading Designer and Producer of Zinc Die Casting Solutions

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To Deco Friends and Partners:

Thank you for your continued interest in our newsletter. We started this newsletter because we feel that frequent and relevant communications with our friends and partners is critical to keeping the relationships strong.

We recently exhibited at the American Brush Manufacturers Association (ABMA – see related story below) and we once again heard the same questions we've been hearing at other trade shows as well as from our customers and friends: "Are Deco Products made in America?"

For nearly 60 years Deco Products has been proud to say, we are "Made in America". Our manufacturing facility is located in northeast Iowa. In today's competitive global economy, we remain committed to sourcing, manufacturing, assembling and hiring right here in the USA. It is important to us.



Many factors affect your decision of where to source your product. If you are second-guessing past choices or questioning future options of where to place your next cast project, Deco can provide the solution you are looking for. Not only can we help you overcome today's issues and hassles of working with offshore vendors, but also we are investing in technology to continually improve quality and reduce costs for tomorrow. We are your one-stop shop for domestic casting, trimming, tumbling, finishing, machining, powder coating and assembly. We also produce tooling and offer various functional and decorative finishes with our outside vendors.

Part of the Deco Advantage is our industry leading engineering support. We can be an extension of your design team or we can create designs on your behalf. If you are interested in seeing what impact a USA sourced product can have on your supply chain and your bottom line, [contact Deco for a quote today.](#)

Recent Market Watch Article

A recent article in Market Watch is very relevant to this discussion of "Made in America" and we thought you might have an interest so we are sharing it with you.

"How the US Could Bring Back Up to Half the Manufacturing Jobs Moved Overseas"

Chinese wages have been rising by about 15% a year since 2000. As a result, the Chinese labor cost in dollars per unit of output is now about four times what it was in 2000. We estimate that about 25% of what is now off-shored would come back if companies quantified the total cost. These products would generally have characteristics such as high freight cost vs. labor cost, frequent design changes, volatility in demand, intellectual property risk, and regulatory and compliance requirements.

To continue reading: <http://www.marketwatch.com/story/how-the-us-could-bring-back-up-to-half-the-manufacturing-jobs-moved-overseas-2017-03-08>

Top reasons companies are choosing to re-shore include:

- Lead time
- Higher product quality and consistency
- Rising offshore wages
- Skilled workforce
- Freight costs
- Easier communication
- Currency uncertainty
- Capitalize on preference for "Made in USA"
- Lower inventory levels, better turns
- Reduced cost and time for personnel travel
- Better responsiveness to changing customer demands
- Minimal intellectual property and regulatory compliance risks
- Improved innovation and product differentiation
- Reduce total costs



Deco Attends 100th Anniversary of ABMA

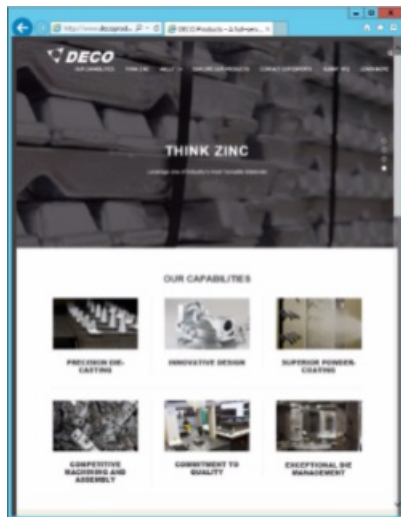
2017 was a monumental year for the American Brush Manufacturers Association (ABMA) as it celebrated its 100th Anniversary. The show presented an opportunity for networking, fellowship and important information sharing.

In addition to recognizing and celebrating this industry's incredible past, Deco Products was proud to be showcasing the products it's manufactured in support of this industry's past and future products.



Shown are examples of some of Deco's standard broom and mop tips. Deco Products has been a cost effective provider in this industry for over 40 years, selling millions and millions of tips within this time span.

New Deco Website Proving to be Popular with Visitors



If you have not visited our new and improved website, please take a few minutes to explore how Deco Products can help support your business goals. We are seeing increased "traffic" to the website and we are hearing from our customers that they really like the updates that we've instituted.

Here are just a few of the areas you might find relevant to your needs:

- [Key Deco Capabilities](#)
- [Further information of why Zinc is an excellent material choice for many applications.](#)
- [Find key Deco Experts](#)
- [Knowledge Base: Location for further technical information and literature](#)
- [Request quote for a current or future opportunity](#)

Stay Tuned for More Updates!

As many of you know from your own business experiences with websites, timely updates are crucial to making any website really useful as a tool used by your customers and partners. Deco Products will continue to update the new website with useful and relevant content for you to utilize.

Do you have any idea for information or tools you would like to see us incorporate into the Deco Products website? If so, you can communicate with us using the administrative e-mail shown at the bottom of this newsletter.

See You Out On The Floor: 2017 Deco Tradeshow Schedule

Tradeshows are an important part of Deco Product's Sales and Marketing, and Engineering outreach strategy. Being able to demonstrate our capabilities first-hand to an industry specific audience is a very efficient way to meet you and other specification specialists and decision makers.

[Click here to view our 2017 trade show schedule.](#) Please take the opportunity to visit Deco Products at one of these upcoming events where we are available to discuss current projects or to explore future opportunities.

Deco will be attending and exhibiting at these [Design2Part Shows](#):

- Schaumburg, Illinois May 10 and 11, 2017 - Schaumburg Convention Center
- Minneapolis, MN June 7 and 8, 2017 - Minneapolis Convention Center
- Indianapolis, IN Oct. 11 and 12, 2017 - Indiana Convention Center



Deco will also be attending and displaying at [The Glass Build America Expo](#) September 12 – 14, 2017 in Atlanta, Georgia.



Questions? Please visit our [contact page](#) or email us at info@decoprod.com!

DECO Products
506 Sanford Street
Decorah, Iowa 52101
563-382-4264

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