

Jadin helps Plasticraft break new ground in Richfield

By SARAH MANN
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Plasticraft Molds is normally categorized as a manufacturing company, but its owner and president, Eric Marlow, just recently found work as a digger — as did Wisconsin Economic Development Corporation Secretary Paul Jadin.

On Aug. 6, Marlow and Jadin, along with Richfield Village Administrator Joshua Schoemann and Marlow's wife and son, Patti and Max, broke ground on what will become a more than 10,000-square-foot expansion of Plasticraft Molds, which is currently based in Germantown. The new lot is in the Endeavor Business Park just off of Highway 41/45 and Highway 145 in Richfield. Jadin praised the Marlows, Richfield and Washington County for helping business to thrive in a tough economic time.

"I want to congratulate Eric, Patti and all the folks at Plasticraft for this extraordinary step in their evolution," Jadin told the modest assembly of employees, family, and village and county representatives. "We're delighted."

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Sarah Mann/Times Press Staff
From left, Richfield Village Administrator Joshua Schoemann, Wisconsin Economic Development Corporation Secretary Paul Jadin, Plasticraft President Eric Marlow, Max Marlow and Patty Marlow break ground at the site of what will be Plasticraft's new building on Aug. 6 in Richfield.

Jadin added that Gov. Scott Walker and the Wisconsin Economic Development Corporation would be available as resources should Plasticraft have

need, though Jadin commended the company, village and county for being able to foster the expansion without using state funding.

"When I look at what the village

and county has done ... it's a wonderful thing," Jadin said.

Eric Marlow turned the praise back around on the state.

"Wisconsin does a nice job of helping small companies grow," he said.

The Marlows started Plasticraft in 2006. The business manufactures plastic injection and compression molds for both domestic and international clientele, and its current 5,000-square-foot facility just isn't big enough anymore.

"We have found a need to increase to fulfill our customers' needs," said Patti Marlow after she had put down her spade.

"We're growing 25 to 30 percent each year," Eric Marlow added. "Right now, we're just maxed out."

The Marlows estimate that the new building will cost about \$1 million, and will be stocked with new equipment after it is completed. Eric Marlow also said that he anticipates that five to seven new employees will be hired over the next few years to add to their staff of nine.

The couple was drawn to Richfield because of the location

and the ease of doing business within the community, Eric Marlow said.

"We like the rural area. The development is nice," he said. The area is just in the early stages of industrial development so there is plenty of room for expansion should the company's needs demand it again.

The Marlows also credited the village of Richfield with making the building process an easy one.

Jim Healy, the planning and zoning administrator, "came with genuine open arms and was very happy to have us here," Eric Marlow said. He also credited the Washington County Economic Development Corporation for their help and impetus in getting the project started.

According to Healy, Plasticraft is the third company within the past six months to either build or expand within the village.

"We are excited about not only the growth we are seeing to our tax base, but the commitment the owners of Plasticraft ... are making to our community," Healy said in an email.

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