



Atlantic India Rubber Company Builds a Million Dollar Business With Internet Access and Peachtree Software

Name:
Atlantic India Rubber Company

Internet:
www.atlanticindia.com

Products/Services:
Supplier of custom and standard rubber parts and extruded rubber

Location:
Hager Hill/Johnson County

Leadership:
Jim Green, Owner
Irene Morris, General Manager

Employees: 11

Founded: 1919

Reach: International

Innovative Insight:
“Technology enables ordering, shipping, and advertising to be simplified with a universal reach.”

Way Internet Has Made You More Competitive:
“The internet allows you to be found by potential customers all around the world.”

Advice to Growing Companies: *“The global market is made easily accessible by the Internet.”*

Ways to Continue to Attract the Best Workers: *“Eastern Kentucky has many qualified, educated, experienced people. There is no shortage of a workforce here!”*

Hager Hill, KY- In the manufacturing industry, no part is too trivial. This is a lesson that Atlantic India Rubber Company (AIRC) takes to heart. Atlantic India Rubber Company specializes in the production of rubber parts such as grommets, washers, and suction cups, all of which are less than four inches in diameter. Despite the small size of their products, Atlantic India Rubber Company stands to make a million dollars in sales in 2004.

Atlantic India’s success is deeply rooted in dedication to the needs of their customers. AIRC provides customers with “100 percent conformance to their engineering specifications, with on time delivery, at a competitive price” according to the company’s mission statement. AIRC has simplified the purchase process by offering customers extensive details about their products and implementing Internet purchases.

Atlantic India offers thousands of standard shapes to their customers and distributors around the world. The small eastern Kentucky business is able to reach potential customers across the globe by mainstreaming marketing and sales efforts on the Internet. Many Atlantic India clients from the United States, as well as places like Australia, England, and Singapore; discover Atlantic India services and products on its website. The website features information about the company, exclusive distributors of Atlantic India products, technical information and an Online Catalogue with company products.

Kimberly Puckett, Atlantic India quotes manager, said, “The Internet has allowed the company to be found by people around the world.” Broadband Internet capabilities enable the company to process sales, supply clients with quotes, and provide customer service support. After discovering the product selection of Atlantic India, clients typically inquire about bulk purchases and quotes. While Atlantic India prides itself on its technological advancements, the company still services some of its customers by telephone. Quotes and much communication are done by email providing both convenience and documentation.

The Online Catalogue featured on its website is convenient for both Atlantic India and customers. The catalogue lists and displays the dimensions of most standard parts. The simplified inventory list allows its customers to see all the offerings of Atlantic India in a condensed format. In addition, Atlantic India has reduced production and mailing costs with a reduction in printed catalogues.

Atlantic India Rubber Company has adopted technology based business tools as a way to keep up with the demand for its products across the globe. High-speed Internet access has provided the convenience of communication and sales for the office, while Peachtree Software has simplified the business. Peachtree Software mainstreams the order and data entry, purchasing and inventory. Since the company must manage large amounts of inventory for its business, Atlantic India required a robust solution - and found it in Peachtree. Puckett commented “the entire office is run with Peachtree Software.”

“Information technology has helped the company surge ahead in the rubber parts industry. Cutting edge technology is a necessity if you want to keep ahead of the competition,” Puckett said. AIRC plans to be ISO certified in early 2005.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky’s 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.