

Making Inc. Magazine's list of the 500 fastest growing U.S. companies for three consecutive years is just a bonus on top of the accomplishments contract slitter Dunsirn Industries has achieved. Since its start in 1987, sales growth has averaged 30 percent a year.

Wisconsin-based Dunsirn capitalizes on its contract slitting/rewinding and distribution for paper, nonwoven, tissue and film converters. It also builds on a Rapid-Roll program that provides paper, film and specialty materials, along with new FlexPak substrates to the tag and label, and

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New slitter cuts entrée to small roll market

business-forms industries. But it's safe to say that Dunsirn's ability to penetrate new markets and invest in state-of-the-art machinery is driving the company's steady growth rate.

"For the past few years we have had several requests from major customers to convert, slit and rewind small [18-in. or less] outside diameter rolls," says Jeff Thistle, Dunsirn regional manager. "[The decision to expand our capabilities] has certainly helped us become a more valuable partner to some of our existing customers. Small roll slitting can now be outsourced to Dunsirn, as well as the larger-roll converting that we have been doing."

Dunsirn's new automated small-roll slitter/rewinder speeds up the rise of its Industrial Paper Div. by turning out finished-quality, 18-in. or less O.D. rolls for the small-roll market.

Adding small-roll contract slitting meant adding a new 72-in.-wide slitter/rewinder to Dunsirn's equipment line up. After meeting with Jennerjahn Machine Inc. at CMM Intl. 99, an automatic small-roll slitter/rewinder was designed, built and installed in October last year in the converter's Neenah, Wis., facility. The equipment will serve Dunsirn's new Industrial Papers program, which provides specialty paper stocks to a variety of industries.

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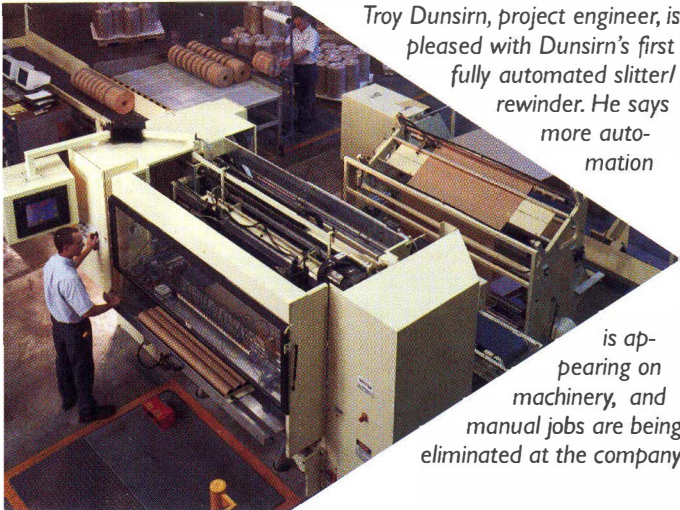
Dunsirn views its long-term customer relationships as strategic partnerships. "Our customers value that thinking, and that's why we see this type of growth throughout the years," he says.

This is Dunsirn's first fully automated machine. Troy Dunsirn, project engineer, says a lot



more automation is appearing on machinery, and manual jobs are being eliminated. The company's wider machines slit up to 110 in. wide and are suited for a variety of applications. But this small O.D. slitter takes Dunsirn into a different realm, processing small diameter rolls in a much more efficient manner.

The slitter shear cuts down to 2-in. successfully at



Troy Dunsirn, project engineer, is pleased with Dunsirn's first fully automated slitter/rewinder. He says more automation

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2,200 fpm. Compared to some of the larger widths Dunsirn is used to, Pat Bowser, marketing communications, says, "This machine is fast, and we can instantly produce finished-quality rolls. Our bigger challenge is keeping up with packaging the rolls as they are slit."

Dunsirn requested several distinctive components to the system: Allen-Bradley touch screen controls, Tidland knife holders, Fife edge guides, and proprietary tension control features from Dunsirn.

"I think as we get into the small-roll market, we envision having machinery like this in each of our facilities," says Will Groher, industrial papers senior sales rep. That would be traditional for Dunsirn, since its past growth resulted in expanding service to customers in the Carolinas, New England and the West.