

IN THE NEWS

USHCC NATIONAL CONVENTION – CHICAGO 2013

NOEL CUELLAR

President

Primera Plastics, Inc.

Nominated by:

MS. ANDRA RUSH

President & CEO

Dakkota Integrated Systems, LLC



PRIMERA PLASTICS, INC.

When Dakkota was founded in 2001, its primary focus was on servicing its automotive OEM customers as expeditiously as it could with high-quality interior assemblies. To meet its commitments, Dakkota needed to source high-quality and reliable customized batches of fabricated plastic injected molded parts. In initial sourcing and

during the course of the subsequent business reviews, Primera Plastics, Inc. emerged as a reliable just-in-time supplier of these critical components. In the years since, these two NMSDC members have been valuable allies on numerous production programs, garnering both customer accolades and national supplier recognition along the way.



Even though with more than \$7 million dollars in business-to-date, Primera has been a significant HBE and MBE within Dakkota's supply chain, the business has been driven not by membership or affiliation but rather by quality, reliability and customer service. Primera has been a "supplier of choice" due to its unflinching adherence to excellence. Cuellar started the plastic injection products firm in 1994 with his wife Janet Cuellar, two machines and two employees. They have built it into a firm with 130 employees and 30 automatic injection molding presses at its 106,000-square-foot Western Michigan manufacturing facility. Its community give-back takes on many forms, such as its participation in this summer's IChallengeU career development program, an Ottawa Area Intermediate School District program which tasks students to solve real-world issues while taking part in team-oriented activities.

For more than 10 years Dakkota's team has assembled complex interior/exterior vehicle systems for customers with demanding delivery windows. Dakkota develops superior lean assembly and sequencing operations along with first class product development and supply chain management processes to lead to industry in product/process integration, assembly and delivery. Andra Rush, Dakkota's President & CEO, says that Noel is "a true business and community advocate. We are lucky to have Primera on the team."



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