



## Featured Employer—Goldshield Fiberglass, Inc.

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Goldshield Fiberglass, Inc. is an industry leader in providing **custom molded composite products** across a variety of industries, including heavy truck and RV. For more than 25 years, Goldshield Fiberglass, Inc. has developed creative solutions for its customers' manufacturing challenges. The company has some of the most advanced technology in the fiberglass and composite industries at its two locations in Decatur, Ind. Goldshield is led by a management team with more than **130 years of combined experience** in the fiberglass manufacturing industry.

### The Goldshield Value

Goldshield offers manufacturers the technical expertise and operational flexibility it takes to develop and deliver customized fiberglass solutions.

With the capability of providing products for virtually any industry that utilizes composite parts, Goldshield's typical process begins with an OEM-supplied design, where they offer suggestions on process, materials, and tolerances for best manufacturability that meet the product requirements. Goldshield's management of their customer's product launch begins with design inputs and ends with just-in-time delivery to their production facility.

The company has been consistently recognized for the value it brings to relationships. **Awards include:**

- Honda Special Recognition Award
- Spartan Outstanding Supplier Award
- HINO On-Time Delivery Award
- State of Indiana Quality Improvement Award
- Nominated for TBM Consulting Group Perfect Engine Award



## Goldshield's Leadership and Vision

Jeff Newport was named company president in February 2011. As president, Newport has full profit and loss responsibility and oversees the entire operations. A proud graduate of the IPFW **Organizational and Leadership and Supervision** program (1987), Newport brings more than 15 years of leadership experience at various companies in the recreational vehicle and fiberglass industries, including Fleetwood RV, Dutchmen Manufacturing, and Rinker Boats. He also briefly served as Goldshield's general manager in late 2009.

When named president, Newport shared three main goals:

- Achieve aggressive sales growth by diversifying their customer base and expanding product offerings
- Lead the industry by providing customers with high-quality, high-value products and services
- Incorporate Lean thinking in every facet of the business.

## Expansion

Some business strategies are simple: If you want to increase sales, you need to sell more to existing customers, add new customers to your portfolio—or both. Back in 2007, Goldshield Fiberglass was cranking out exterior shells for recreational vehicles as a division of Fleetwood Enterprises, Inc. when the bottom dropped out of the economy. Fleetwood, which filed for bankruptcy protection in 2009, was in no position to order more fiberglass.

A private equity group saw potential in the Fleetwood brand and its fiberglass operation, but decided each business needed to stand on its own. With that move, Goldshield was able to acquire new clients. Now, Decatur-based Fleetwood RV Inc. is Goldshield's sister company—and customer. And Goldshield is flourishing. The Decatur factory has **doubled its workforce** in the past three years as **sales have grown by 80%**.

"We were two very different businesses," Newport said of Goldshield and Fleetwood. "By separating ourselves from Fleetwood, we're hoping to open ourselves to other RV markets."

But the manufacturer isn't limiting itself to supplying the RV industry. Goldshield has established relationships with the large truck makers, including Navistar International Corp. and bus manufacturers.

The company has gone in some less obvious directions as well. Fiberglass is used to make the tubes patients slide into when they have an **MRI test**. The sturdy substance is used to create the pools for **aquaculture farms** and the fast-moving cars on **theme-park rides**. Fiberglass is also molded into the underwater apparatus in **decorative fountains**.

The Goldshield mission is to create value by providing exceptional sales support, technical expertise, Lean Manufacturing principles, and on-time delivery of quality products.

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