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## **Success Spurs Dutchland's New Business Model**

OOSTBURG, WI, July 23, 2010 – Dutchland Plastics business surge has resulted in the company's new business model, which focuses on performance and delivery for key customers. Dutchland announced that the new model was effective immediately.

“It's a case of success driving us to improvement,” explained Daven Claerbout, Dutchland's Co-Owner. “We have always been customer-focused and service-driven. This evolution is a case of moving Dutchland's service to the next level. Our business is up over 40% from last year and we need to ensure that our service level keeps pace.”

“We have examined all of our customer relationships and have recommended suppliers to customers whom we can no longer provide service at the level we demand of ourselves. The recommendations we made are a good fit for their business,” added Carl Claerbout, Dutchland Co-Owner.

Dutchland Plastics is a leading custom manufacturer of rotational and blow molded plastic products. Founded in 1967, today Dutchland Plastics provides product and services around the world. Dutchland Plastics is a private, family-owned business that is in its second generation of ownership.

For more information about Dutchland Plastics, call Lindee Salazar at (920) 564-3633 or visit [www.dutchlandplastics.com](http://www.dutchlandplastics.com).