

Bristol Tape helps converter overcome capacity issue to build lasting partnership

[Worthen Industries](#) was in a jam.

They had more converting work than they had capacity to handle. While certainly a good problem to have, it was a problem nonetheless. They risked disappointing clients, damaging relationships and jeopardizing future business.

So, they turned to [Bristol Tape](#) for help.

“If we had not worked with Bristol, we probably would have lost a number of different customers. We just didn’t have the capacity here,” said Ken Barnes, materials manager for Worthen Industries. “Bristol did what they had to do to get products to us in time to service our customers.”

Bristol and Worthen have formed a strong partnership in the years since that first project. Bristol has taken on more than a dozen converting projects for the company, which manufactures specialty adhesives, coating, coated products and thermoplastic extrusions. Those projects have involved [slitting](#) a variety of materials from jumbo rolls, developing [labeling](#)

solutions for better traceability, [die cutting](#) and working with materials that are easily damaged or difficult to tool.

Barnes said the experience has been nothing short of outstanding. He said he appreciates the care and attention to detail the Bristol Tape team brings to their work, and it shows in the quality of their products.

“There’s not a doubt in my mind that their service, the quality, the pricing and the attention to detail is above and beyond anyone else out there,” Barnes said. “They’re very thorough when it comes to lot control and lot traceability. So, that’s one of the other reasons why we rely on Bristol so heavily.”

Knowledgeable experts, exceptional support

One of the things that sets Bristol Tape apart is their people, according to Barnes. He said it was reassuring to see company leaders doublechecking minute details to ensure accuracy, and everyone on the Bristol Tape team has communicated openly throughout their partnership.

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Barnes said working with sales rep Peter Casserly in particular has been so productive because of the industry expertise he and the rest of the team bring to the table.

“They’re really fortunate to have somebody that knows so much about the tape industry. It’s very hard to find somebody that has that type of institutional information in their head,” Barnes said. “I really think it’s their combination of salespeople and what they do as a company that puts them above and beyond their competitors.”

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Transparency builds trust

Barnes said another thing that sets Bristol apart is that most converting companies don't allow customers in their facilities. They don't want outsiders to see what they do and how they do it. But he said the experience with Bristol Tape has been completely different.

“Bristol's very open and they have been open from day one,” Barnes said. “I visited their plant at least two or three times. Our business unit managers have visited their plants to take a look at the equipment and they're very good at communicating with us directly.”

Barnes said he appreciates the transparency with which Bristol Tape operates, and it has helped build real friendships between the two companies.

A productive partnership with room to grow

After working together on so many projects, Barnes said Bristol Tape has become a true partner they can depend on when they need converting services. He said knowing he has a partner like Bristol Tape—that consistently delivers exceptional quality and service—can make all the difference in meeting the needs of their customers.

“I can't say enough that it's just invaluable service, invaluable partnership,” Barnes said. “It's a good partnership and I hope we can continue this for many, many more years.”

**Want to experience the Bristol Tape difference?
Contact us today to discuss your next project.**

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