



## **Local Small Business Honored as One of 50 Companies to Watch in Michigan**

*American Autocoat has been recognized as one of the 50 Companies to Watch in Michigan, a new awards program sponsored by the Edward Lowe Foundation.*

([PRWEB](#)) April 30, 2005 -- American Autocoat received the honor at awards ceremonies during the first annual Michigan Celebrates Small Business event, April 28 in East Lansing.

50 Companies to Watch in Michigan is a unique awards program designed to shine the spotlight on second-stage companies, says Edward Lowe Foundation Executive Director Mark Lange. The Edward Lowe Foundation is a not-for-profit operating foundation based in Michigan. Its mission is to champion the entrepreneurial spirit by helping second stage entrepreneurs learn from each other.

Startup companies and large corporations often garner attention for their achievements, says Lange. But growing second-stage enterprises work mostly behind the scenes, even though they generate the bulk of new, sustainable jobs and are a powerful economic force, underpinning the high quality of life most American enjoy.

American Autocoat's primary service is the application of automotive body color finishes to plastic, composite or pretreated metal products for Tier 1 and Tier 2 OEM automotive suppliers. American Autocoat President & CEO Scott Skoog is confident he can provide the automotive industry original equipment manufacturers and their key suppliers everything they want when it comes to Class AA exterior paint processing for plastic and metal parts. While the primary service at American Autocoat is the robotic application of automotive body color finishes, American Autocoat also provides assembly services to their customers. Secondary services provide a complete finished product and minimizes the handling, logistics, and packaging costs associated with a Class AA painted automotive product.

In September of 2002, American Autocoat began plant renovations and installation of a state of the art automated paint finishing operation, located in Hudsonville, Michigan. Starting production operations in April of 2003, sales revenues continued to climb with 100% growth for 2004. Triple digit growth is forecasted for 2005, and anticipated again in 2006 with recently awarded new business.

American Autocoat's business strategy for competitive advantage and sustainable growth highlights the company's focus on first-time painted quality, process control, and environmental stewardship. The production facility offers advanced paint circulation systems, six-axis robotic and electrostatic bell-type paint applicators, high humidity and temperature controlled recirculation paint booths, an automatic power wash system equipped with water conservation and counter-flow technology, fully enclosed process containment and 100% paint process air incineration. By combining environmental best available control technologies, and their world-class processing systems, American Autocoat offers their customers value in consistent, on-time part quality and cost savings through optimum paint transfer efficiencies, color match consistency, appearance, and durability performance. American Autocoat offers the community and the industry the leadership demanded by their customers and end-users to minimize waste and to respect the value of scarce resources.

The leadership and entrepreneurial spirit involved in launching the production facility, demonstrating its



capabilities, and introducing it to the marketplace, has allowed American Autocoat to recruit some of the industry's finest talent. The team at American Autocoat received ISO 9001:2000 certification in 2004 and just completed its first recertification audit with zero findings during each audit. American Autocoat was recognized and endorsed by General Motors Paint & Polymers Engineering Team with Green Light status, which is a coveted honor demonstrating that American Autocoat has the systems, resources, and management team in place to meet the challenging demands of the automotive industry.

Companies nominated to be members of the 50 Companies to Watch in Michigan list must be second-stage companies, defined as employing 7 to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in gross annual sales. In addition, the companies must be privately held and headquartered in Michigan.

Winners were selected by the Michigan Celebrates Small Business event partners: the Michigan Small Business & Technology Development Center, the Small Business Association of Michigan, the Michigan Economic Development Corporation, the U.S. Small Business Administration-Michigan and the Edward Lowe Foundation, based in part on the winners demonstrated intent and capacity to grow based on one or more of the following:

- Employee or sales growth
- Exceptional entrepreneurial leadership
- Sustainable competitive advantage
- Other notable factors that showcase the company's success

Michigan Celebrates Small Business was underwritten by the Accident Fund Insurance Company of America, BDO Seidman, LLP, Accounts and Consultants; Clark Hill PLC Attorneys at Law, Microsoft and National City. Media partners include Crain's Detroit Business, the Greater Lansing Business Monthly, MiBizWest, MiTechNews.com, Northwest Michigan Business News and WJR Radio, Detroit.

Information about the 2006 50 Companies to Watch in Michigan program can be found at <http://edwardlowe.org/Michigan50>.

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