

FOR IMMEDIATE RELEASE:

### **Plastics Innovator Increases Capabilities**

Odebolt, IA- In the midst of a global recession, one company continues to keep innovating ways to remain strong in their industry. If you enter the Lundell Plastics plant located in the heart of Iowa, you'll find few signs of a recession. In fact, you'll find many improvements made just within the last year which improve the everyday operations and capabilities of the business.

Since their launch over 25 years ago, Lundell has made its presence into various industries by creating innovative plastic products which aim to make improvements over products made through traditional methods. New equipment like an all-electric Sumitomo molding machine has increased output of one of their most popular products, Poly Cupped Flighting.

Flighting is the main part in farm augers which spirals to move materials from one place to another. Traditional flighting made from steel can often destroy some of the material which it transports and can wear quickly. Lundell created a flighting made from hi-tech plastic to remedy both problems, and it quickly caught on with many in agriculture and other industries.

This year also saw installation of an updated lighting system, which uses less power yet provides more lighting. Brian Lundell says beyond increased safety, there are other benefits. "Everyone here likes the new lights. Especially in the winter when it's grey outside, it's like the sun is inside with us." Lundell Plastics also put to work a new state-of-the-art router. A computer controls the router, carving custom shapes out of plastic to create products or parts. It can handle sheets of plastic up to 5'x10' in size and has an automatic tool changer, saving time over their last router. "Production has multiplied tremendously," said Brian Lundell.

Lundell Plastics continues to introduce new products. Their newest, ExoPlate, is a plastic armor designed for equipment which is often used and abused. It attaches over metal to take the damage which would otherwise be inflicted to valuable equipment. Lundell Plastics has its base and manufacturing plant in Odebolt, Iowa and ships products to dealers in various industries around the US and internationally.

# # #

*More information about Lundell Plastics and their products are available at [www.lundellplastics.com](http://www.lundellplastics.com)*

Contact:  
Brian Lundell  
877.367.7659  
[brianl@lundellplastics.com](mailto:brianl@lundellplastics.com)



400 West Market Street · Odebolt, IA 51458 · P712.668.2400 · F712.668.2402 · T877.367.7659 · [www.lundellplastics.com](http://www.lundellplastics.com)