

Hello dolly: Ada company lures new contract

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ADA - An Ada company may be moving ahead by helping people literally move ahead.

Associated Plastics Corp. launched its latest endeavor Monday, production of a fully recyclable furniture dolly. The production is a partnership with ICB, a Chicago company that specializes in designing planet-friendly products.

The new line has boosted employment at the 40-person plant by about two employees a shift. Owner George Wolber said he hopes that is just the beginning of the growth.

"I think we're going to have a long and lasting relationship. Both companies are unique, we both think outside the box," Wolber said.

The new products, called the Samson Dolly, is similar to other moving dollies, but is made of a strong plastic, as opposed to traditional wood. Unlike wood dollies, the Samson has an estimated 15-year lifespan, weighs 20 percent less, and is made of environmentally friendly engineered polymers that can be easily recycled.

ICB President David King said he shopped around for the perfect producer for the Samson. In the end, he chose Associated Plastics because its owners were willing to make it work for him.

"We talked to probably close to 20 companies across the Midwest. It was pretty stiff competition they were up against. They won out because they were willing to put their heads together and say they could make this work," King said.

King said he hopes to see about 200,000 dollies manufactured in the next 12 to 18 months. The trick will be breaking into the wooden-dolly market dominated by Asian manufacturers.

"There are about 2 million dollies brought in from Asia. We hope to get 5 percent of that. Hopefully, it will be even more," King said.

Associated Plastics Corp. has been in business for 31 years and moved to Ada in 1986. In addition to the Samson Dolly, the company produces Lazy Susans for kitchen cabinets and parts for plastic toys, including electric John Deere toy tractors.



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