ROYAL ADHESIVES & SEALANTS: STUCK ON GLUE

LEADING INDIANA-BASED MANUFACTURER ROYAL ADHESIVES & SEALANTS STICKS TO THE FUNDAMENTALS

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TIME SEEMS TO GO BY a little faster at Royal Adhesives & Sealants, a leading manufacturer out of Indiana that’s celebrating its 10th anniversary this year. Considering their growth, it seems like it’s been at least twice that long. Through an aggressively managed campaign of both organic and acquisitions-based growth under CEO Ted Clark, the company has grown spectacularly over the past decade.

Today, they are one of the largest and most highly regarded adhesives manufacturers in the Midwest – and the sky’s still the limit.

GET BIGGER, GET BETTER
For Clark, their success is something of a virtuous cycle. “The gain in purchasing power allows us to reinvest to give our clients the best possible products,” he explains. “And we can leverage that larger size to manage our investments more effectively.”

With a long background in the industry and a few reliable partners in the mix, that’s been the strategy since the very beginning. Between taking care to select its acquisitions to fit into its long-term plan and managing the organic growth Royal has achieved, the continuous expansion drives their business model.
“It’s always been a very growth-focused company,” says Clark, “and we’re going to continue that pattern with both organic growth and a well-managed acquisitions strategy.”

FREEDOM TO IMPROVE
From that kind of size comes the freedom to improve. A recently renewed interest from the management in streamlining their supply chain operations, for example, has translated into faster-than-ever growth – and the increased stability that allows them to maintain it effectively.

“The focus right now is on reinvestment within the company,” says Clark – and that goes for every aspect of the business. Management systemically reviews operations to identify problem areas, and a dedicated team produces ideas to solve the issues they’ve discovered.

CUTTING EDGE
The adhesive industry is constantly in motion, with
its wide variety of adhesives & sealant technologies Royal can provide clients with better performing, lighter weight and environmentally friendly solutions. Royal Adhesives & Sealants is proud to tailor each of its solutions to the particular needs of their clients. Over and above that, the company often works closely with their team to develop custom products, so that no one goes away without exactly what they need to get the job done right.

“Adhesives and sealants are crucial elements of a lot of products,” says Clark. “We work hard to ensure that our clients can depend on what we sell them.”

A bold company culture of continuous improvement is what allows Royal to stay ahead of the curve to deliver cutting edge technologies to their clients. It all feeds back in to the overall management strategy of reinvestment – a kind of snowballing model that gathers both heft and speed as it moves forward.

CLIENT-FOCUSED
Success with clients tends to come from good listening, and that’s why Royal Adhesives & Sealants has an open, fluid dialogue with their clients to determine exactly what they need instead of hawking
products. “It’s not really a matter of selling to people,” says Clark. “What we do is meet our clients’ requirements…and we do it precisely, and with the best technology available.”

There is a serious company commitment to meeting the needs of their customers, and that means integrating every aspect of their operations to bring to bear a lasting solution for very particular needs. Following specifications that have often never been attempted, Royal sees the ideas through to completion – and assures satisfaction with the final product.

**IN-HOUSE**

“All our training is done in-house,” says Clark. It’s an approach that’s both labor-intensive and expensive, but it assures the level of professionalism from their staff that their clients have come to expect.

Management has recently placed a renewed emphasis on training their staff in
critical areas, especially safety. It’s part of an overall effort to value the members of their team and demonstrate the company’s commitment to their long-term success at the company.

“The quality of your employees and their welfare always has to come first,” says Clark.

SPEAKS FOR ITSELF

As a snowball careens down a snowy mountain, so Royal Adhesives & Sealants’ path to greater prominence seems all but assured. With the spectacular growth they’ve enjoyed over the past decade, their commitment to growth speaks for itself.

Happy ten-year anniversary, Royal – here’s to the next ten.