

It's our 94th Birthday!



**FOR IMMEDIATE RELEASE**

### **New Products Corporation Celebrates 94 Years in Business**

BENTON HARBOR, MI—What do juke boxes, BB guns and airplane brakes have in common? They all have parts that at one time were made by New Products Corporation (NPC) in Benton Harbor, Michigan. Now, 94 years after Walter Miller, a young electrical engineer from Switzerland, started this company, NPC has evolved into a custom, precision, high pressure aluminum and zinc die caster that makes parts for Corvettes and Cadillacs among others. How things have changed in 94 years!

"I can only imagine what my grandfather would say about our company today," says Cheryl (Cherie) Miller, NPC's President and CEO and granddaughter to the originator, Walter Miller. "I think he would be amazed to see the level of precision that our customers require in our parts and that we happily and consistently provide. He would be so proud to see our employees making parts that have nearly non-existent parts per million defect rates. And I think he would be overwhelmed to find that the seed he planted 94 years ago has provided thousands of jobs over the years for the people of southwest Michigan."

In 1922, Walter Miller founded NPC as one of six companies he established in Benton Harbor and neighboring communities. Among the most widely known were Modern Plastics Corporation that was instrumental in the development of the plastics industry, and V-M Corporation (Voice of Music) which developed and produced record changers and tape recorders.

NPC, which at that time was called the Pier Equipment Company, originated as a one man tool and

repair shop in a 15 foot square space that he rented for \$0.50 per day. Over the years, Walter built his reputation doing high quality work on jobs no one else wanted. As his reputation grew, so did his machinery and work force until the expansion required him to move to NPC's current site on North Shore Drive in Benton Harbor.

In 1944, his son Stanley Miller, who had worked at the company since the age of nine, took the helm. Over the next sixty years, under Stanley's direction NPC grew despite challenges in the U.S. economy brought on by war, the depression and growth of the plastics industry. Within its own doors, NPC expanded its product base to include juke box covers, Daisy BB Gun parts, aircraft brake castings and instruments, radar and computer components, clothes dryer fans, office machinery, medical equipment, vending machine, and automotive parts.

Following Stanley's death in 2011, his wife Phyllis Miller took on the role of President at the age of 85. Phyllis was known to have a conscientious concern for her employees and conviction for maintaining their jobs. Today, Phyllis and Stanley's daughter, Cherie Miller continues NPC's longstanding commitment to their employees and their customers. "We are proud to say that some of our customers have been with us for 70 of our 94 year history! We continue to deliver the quality and customer service that my grandfather built the business on 94 years ago. But we have it better now than my grandfather did when he started - we have a workforce who's skill is the product of longevity. A third of our employees have 30 years of seniority with NPC. It's what allows us to do what we do best!"

Founded in Benton Harbor, Michigan in 1922, New Products Corporation is a global supplier of custom, precision die cast aluminum and zinc parts for applications in a variety of industries, including automotive, military, industrial machinery, medical instruments, household appliances, transportation equipment, furniture and fixtures, and more. TS 16949 certified, NPC is a third generation, woman-owned small business, recognized for its "world class" quality. For more information about New Products Corporation, visit [www.newproductscorp.com](http://www.newproductscorp.com).

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Do you have die cast production needs? Give us a call.

I welcome your inquiries. Looking forward to hearing from you,

*Kristy Lovejoy*

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