

News From:



2441 North Opdyke Road
Auburn Hills, MI 48326-2442
Phone: (248) 373-3050, ext. 303
Fax: (248) 373-3458
Web: www.creativetechniques.com

G. Temple Associates
37735 Enterprise Court, Suite 200
Farmington Hills, MI 48331
Phone: (248) 324-9800 Fax: (248) 324-9801

For Additional Editorial Information Contact:
Ray Chalmers, PR Director, G. Temple Associates

For Immediate Release: CTI - 113

Creative Techniques Celebrates 20 Years in Business

Quality and service certified to international standards

(AUBURN HILLS, MI) – In 2004, Creative Techniques, Inc. officially celebrates 20 years in the business of supplying custom returnable-packaging applications across a wide range of industries. Industries the company has served include automotive, tire and rubber, consumer packaged goods, food, and pharmaceutical. Creative’s product line covers returnable shipping containers, parts kitting trays, custom pallets, Duraspool™ thermoplastic spools and reels, structural foam dunnage, wash baskets, retort and sterilization racks, and many others.

A full-service company, Creative Techniques offers in-house design, engineering, toolmaking, production, and assembly capabilities to meet customer needs. More than just a component supplier, Creative Techniques has the depth of experience to improve customer production processes by designing and producing returnable packaging that meets cross-functional applications, improves production logistics, orients parts to take advantage of automated systems, and lasts for years.

“Creative Techniques has successfully tackled hundreds of material-handling challenges across a diverse range of industries,” says Richard J. Parker, vice president and director of business

development. “From the straightforward to the most complex and demanding, we can provide successful returnable-packaging solutions that are cost-effective and time-tested.”

The company also recently achieved ISO 9001:2000 certification for the design and production processes at its Auburn Hills and Orion Township, MI, manufacturing operations. This certification, thoroughly evaluated and assessed by third-party auditors, means Creative Technique’s Quality Management System meets rigorous international standards.

ISO 9001:2000 registration applies to all aspects of Creative’s quality management system, including planning, product design, process monitoring, and customer satisfaction. It certifies that the quality management system is fully integrated within the company, and ensures Creative Techniques can measure, monitor, and control all quality-related issues as a matter of daily practice.

“We have always believed that we put the customer first in our continuous improvement efforts,” Parker continues. “ISO 9001:2000 certification takes that commitment and resolve to new and higher levels. We believe our dedication to the principles and methodology within ISO 9001:2000 will deliver increasing benefits to our customers, our business partners, and the underlying strengths of Creative Techniques.”

20 Years of Service

Established in 1984, Creative Techniques, Inc. is an industry leader in the design and manufacture of custom returnable packaging and material handling products. Company innovations include the development of custom injection molded and structural foam containers, pallets and trays. Creative Techniques, Inc. serves a growing number of diverse industries where custom returnable packaging is required, including automotive, rubber and tire, food, pharmaceutical, appliance, consumer electronic manufacturing, and process industries. For more information, or to request an in-depth CD-ROM of company capabilities, contact Creative Techniques at (248) 373-3050, or visit the company’s website at www.creativetechniques.com.

The attached low-resolution image is for information only. Contact G. Temple for a high-res image.

Caption: Creative Techniques (Auburn Hills, MI) celebrates 20 years of providing engineering, production, and support of custom returnable packaging for a wide range of industries.

