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generalpartitions.com



General Partitions Manufacturing Corporation

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General Partitions Manufacturing Corporation

With more than 50 years of manufacturing experience, General Partitions Manufacturing Corporation, a full-line manufacturer of toilet partitions, is proud of its reputation for fabricating and shipping on time as well as thoughtful, personalized customer service. General Partitions offers the following product lines, most of which are available on a 2-day, no upcharge, rush-ship program, including powder-coated steel, high-density polymer, stainless steel, solid phenolic core, color-thru phenolic, plastic laminate, textured stainless and fiberglass reinforced plastic partitions.

In 1950, General Welding and Fabricating opened up shop, offering partitions and custom fabrication work. The company eventually became General Erie Corporation, and in 1967, approximately five years later, was put up for sale. George Zehner was working for General Erie Corporation when they sold the business. The new venture, General Partitions, started with approximately 16 employees, doing \$150,000 annually, catering mainly to local businesses. Since then the business has expanded to offer more partitions and materials, and with the help of 70 employees enjoys annual revenues of a hundredfold.

During the years, the firm has branched out to offer many different types of products, from painted steel to stainless to porcelain to laminate, high-density polyethylene (HDP) and fiberglass reinforced plastic (FRP). "We can create a variety of textured looks on painted product, such as flecks, speckles and embossing," says George Zehner, president of General Partitions. "If you want it, we can do it. We have the manufacturing capabilities to create unique partitions for our clients. While most of our com-



petitors put out standard product, we can take that extra step to meet our clients' specific requirements.

"A recent customer required a quote for partitions with specific height and width requirements," explains George. "The panels, partition walls and dividers had to be two inches off the floor and ceiling while meeting EPA and similar requirements. Because of our manufacturing capabilities, we could meet these requirements when others couldn't. We manufacture toilet partitions, not excuses.



"And when clients call us, they get a live person, not an electronic phone system."

In dealing with distributors, General Partitions maintains the steadfast belief that you should treat others as

you would like to be treated, and according to Mike Zehner, vice president of sales for the company, this philosophy is what sets General Partitions apart from the competition. "There was a time when we didn't offer all of our current products. Our distributors literally begged us to expand our product line as they wanted to deal with us for all their product needs, so we expanded our product offerings," he says.

Impressive staff, impressive work

Kent State University is one of an impressive list of projects General Partitions has recently completed. The university wanted partitions at a specific price under an extremely tight deadline. Not only did General Partitions accommodate the university's requests, but it took the project a step further. Rather than using strictly blue HDP partitions, the design team came up with something new. "By sandwiching blue and yellow partitions together, and then carving the school logo into the door," explains Mike, "we could showcase both the team colors and the team logo."



Other recent projects of note include Fort Knox and Benning as well as stadium work for the Pittsburgh Pirates, Detroit Tigers and Seattle Mariners. Other locations you may see our partitions include Boston Convention Center, Pocono and Chicago Speedways.

An impressive list of clients is only one part of General Partitions' success story. The company's staff is the glue that keeps the business running, according to George. "The reason we are so successful today is simple. We offer service like no one else can. When you contact us, you talk to a live, friendly voice that will direct you to the proper department."

Even more impressive is the length of service the average General Partitions' employee enjoys. The company's sales and engineering team members average 25 years of service and are eager to share their expert advice. In addition, General Partitions' fully competent core of estimators average 21 years of service and can quickly work up a quote for customers. "We have a highly knowledgeable, customer-friendly staff, and that says a lot about the way we do business. Our low attrition rate means people enjoy working here and have the

knowledge as well as the expertise to handle customers that call on us."

Serving clients' best interests

Another staggering statistic, shares George: "Ninety-eight percent of our orders ship on time or sooner, which is a very high percentage in this business. We spend a little more to package a product, but by taking that extra time to package it properly we avoid freight damage, ultimately saving our customers time and money." Such attention to detail ensures that a contractor



can put the partitions up, get the job done and walk away from a job without having to deal with damaged pieces. "We have cut damage rates significantly compared to our competition, and this has earned us a lot of repeat business."

Now, a new software program allows General Partitions' customers to design and price their own packages. "Our customers don't have wait for pricing and drawings. From their computer or mobile devices they can produce a price and drawing from designs they've created," says Mike. Although the company still does quoting and drawings, the software offers customers the freedom to do the work themselves from any location. "With this program the drawing is completed and can be printed out as an original or e-mailed to the customer. It also generates a print

out of all the material and hardware needed for a given project."

As in many industries, the trend is now toward green building systems and recycled materials. "Our products address these concerns," says Mike. "For instance, the High Density Polymer is 100% recyclable and is made up of either pre or post consumer recycled plastic. Stainless Steel and Powder Coated partitions utilize both pre and post consumer recycled materials in their construction. Using powder coating eliminates solvent use associated with liquid paint. Paint disposal is toxic, but with powders we can simply sweep any excess powder into the garbage."

Says George of the new materials, "We have installed the latest in powder coating systems, along with an infrared oven to produce a beautiful, durable finish. Our tough finish is applied to a galvanized, bonderized steel for additional protection and superior adhesion." Despite the technological advances, he says, "when it comes to quality, General Partitions is a name you can depend on. We always have your satisfaction in mind."

- Corporate Profile

