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# Anderson Seal, Inc. Offers Much More Than Seals

**Milwaukee Area Company Helps Businesses Run 'Flawlessly'**



**Jennifer Hansen**

Don't let the name fool you. Anderson Seal, Inc. may be Wisconsin's leading distributor of o-rings, backup rings, oil seals and other sealing products, but its customer base relies on the company for much more than seals. It may serve the sealing needs of a wide range of industries, and offer exceptional in-house engineering and design capabilities, but its expertise goes way beyond seals. The

company also provides packaging, inventory management, supply chain assistance, assembly and more.

"We started out as a sealing distributor to OEMs (original equipment manufacturers), but now we're much more than that," says Jennifer Hansen, owner and president of the New Berlin, Wisconsin-based company.

"Today, in addition to selling high-quality, cost-effective sealing products, we're also a service provider, an outsourced resource and a trouble-shooter. Our customers call us when they need help, whether they're having difficulty getting parts from another supplier or need someone to sort out bad products. They call us if they need higher inventory turns or same-day delivery or are having problems with capacity constraints or demand fluctuations. They call us because they know we'll take care of it."



## THE ANDERSON GROUP

Anderson Seal, Inc. • Anderson Resource Management, Inc.

### Diverse Customer Base

Anderson Seal was founded in 1990 by Philip and Sandy Anderson, Hansen's parents. Business was slow at first, Hansen says, so the company decided to branch out. It began cleaning and providing logistics for Harley-Davidson's returnable engine containers. "We'd pick up the containers from the customer, bring them to our warehouse, wash them and route them back to the supplier," Hansen recalls.

Although she spent a couple of summers while in college helping her parents during the startup years, Hansen didn't join the company full time until 1994. In 2000, Anderson Seal, Inc. purchased a 30,000-square-foot facility. At the same time, Hansen spun off the container business as a separate entity, called Anderson Resource Management, Inc., which she owns and that currently cleans and routes more than 60,000 containers per month. She purchased Anderson Seal, Inc. from her parents in 2003. Today, Anderson Seal, Inc. and Anderson Resource Management, Inc. together comprise The Anderson Group.

The company is thriving, Hansen says. It has grown by 7 percent in 2008 alone and has doubled its revenue and capacity under her leadership. In 2008, Hansen purchased an additional 30,000-square-foot building to house the value-added assembly operations. She attributes the company's ongoing success to the diversity of its service offerings. "While one building focuses on the sealing requirements of the power train, medical, water treatment and hydraulic industries, the other purchases various components and assembles many types of kits for the after-market service requirements," she explains.

Hansen also credits the company's more than 60 exemplary employees.

"We do business differently," Hansen says. "We don't just provide customers with what they say they need. Often we're able to offer something before customers know they need it. We're the quiet company that keeps our customers' businesses going flawlessly."

***"Our customers call us with all sorts of problems, from packaging to inventory management to supply chain assistance, because they know we'll take care of it."***

— Jennifer Hansen  
President and Owner  
Anderson Seal, Inc. and  
Anderson Resource  
Management, Inc.

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