

Complacent manufacturers can't survive in global marketplace

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Kevin Sweeney
Triangle Ink, co-owner

overhead down.”

The key for Triangle is that its customers need high-quality ink to make licensed team apparel. “There are people who buy products on price, and are not concerned with quality — and we don’t get any of those people,” Sweeney said. “We have been able to find people who are quality conscious, and we’ve built strong relationships.”

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panies bring work back to the United States to avoid the longer lead times involved in sourcing components from the Far East.

Kevin Sweeney, co-owner and director of sales at 30-year-old Triangle Ink, has 12 employees, “but I compete with some of the largest corporations in the world. In this business, your reputation is everything. We make really good products, and our service is second to none.” His customers include licensees who screen-print the logos of professional and college sports teams on apparel.

Sweeney said he can’t afford his own sales force, but reaches the international market through dealers who “buy a good volume at wholesale pricing, and then distribute to their customers” in more than a dozen countries, including Canada, Sweden, Germany, Turkey, the Dominican Republic, Guatemala and England. About 15 percent of the company’s revenues come from overseas sales.

The company once had its own distribution facility, with three employees in Las Vegas, “but it began to be a drain,” so Sweeney contracts with a San Diego warehouse to supply the West Coast. Triangle sold its Las Vegas facility and let two of the three go, “and that brought our monthly