With enough rope, this company thrives

By NANCY REGEN	

Lafayette-based American Manufacturing Co. was tied up in knots until it discovered African hemp - a hardy fiber-making plant. From one-inch stalks up to 18 inches in circumference, the company produces more than 20 different products from the hemp.

When the tobacco market fell out of the oil business in 1959, company officials knew they had to find another market. The oil industry in Lafayette was already threatened by the petroleum market and the growing petrochemical industry of the Pacific Northwest and the Texas Gulf coast market, and World War II was just ending.

Today, 90 percent of America's rope is made in Lafayette.

"We supply over 50 percent of rope in the Pacific Northwest on an annual basis," said J. D. Ford, manager of the rope division. "A lot of it goes to the Pacific Northwest for use in the oil and chemical plants there."

American Manufacturing supplies 50 percent of the rope used in the American forest market.

American also supplies other industries, too. Twenty-eight percent of the rope made in Lafayette goes to the marine industry, 14 percent of the chemical industry, 10 percent to the agricultural market, 5 percent to the industrial market, and the rest to the marine industry.

"We're trying to catch up with the demands," said another company official. "We have orders for rope all over the world, and we're trying to keep up with the demand."

The company's new facility is 100,000 square feet and has a capacity of 10 million pounds of rope per year. The company is now expanding its production to meet the increasing demand for rope. The new facility will be completed by the end of the year.

"People are beginning to see the value of hemp," said Ford. "We're trying to make people aware of the benefits of hemp and the potential it has as a fiber source."
Rope

The Bath, Rouge and Allegan Advertiser
December 4, 1990
Page 3 H
Column 4-6

Rope

Atlantic Manufacturing Co. will mark its 50th anniversary this year in Fremont and Allegan, and the company is planning a year-long celebration of its anniversary. The company, which is the largest fiber rope manufacturer in the United States, has been in business since 1940, and today it is one of the largest rope manufacturers in the world, producing over a million feet of rope each day.

The company's production process involves a series of steps, starting with the raw materials. The raw materials are then processed into yarns, which are then woven into woven rope. The rope is then cut to length and packaged for shipment.

The company's product line includes a wide variety of ropes for different applications, from sailing and fishing to industrial and construction uses. The ropes are made from high-quality fibers, ensuring durability and strength.

Atlantic Manufacturing Co. is committed to providing quality products and exceptional service to its customers. The company has received several awards and recognitions for its excellence in the rope manufacturing industry.

Atlantic Manufacturing Co. is a leader in the rope manufacturing industry, offering high-quality products and excellent service to customers worldwide. The company's commitment to quality and innovation has helped it remain a leader in the industry for over 50 years.