



bold progress in an  
accelerating industry:

recognizing our  
local manufacturers

and their contributions  
to our community

Written by Katie Southerland  
Photography by Wes Battoclette

Few in the Tristate realize how large the impact manufacturers make on our communities. They provide innovative products and services, jobs, and, most importantly, economic development. Without manufacturing companies, their leaders, and the bold steps they take for growth, many industries would be left in the dust.

In a quickly changing industry, manufacturing companies must be able to keep pace by adding new products, services, innovations, and creativity, all at a fast pace. Although this isn't always the easiest task, local companies consistently meet the challenge time and again. For this perseverance, TechSolve, Inc. – a nonprofit organization that helps local manufacturers make sustainable improvements – and LEAD Magazine would like to recognize and thank manufacturing industry leaders and their companies.



# KOST USA, Inc.

## Steve Overdeck, President

With more than 15 years of experience at KOST USA, Steve Overdeck has worked in various leadership roles in sales, operations, and finance. As president, he is responsible for ensuring goals and values are met while adhering to the company's mission. He earned his bachelor's from University of Cincinnati and lives in Lebanon.

### What do you believe has spurred your success over the last 30 years?

Our mission statement is "We are trusted, entrepreneurial partners with our customers, creating joint growth by providing preferred liquid technologies and passionate service." Our success stems from that and our belief in that "it's more than business, it's personal." We look for ways to partner with our customers, whether that means performing joint sales calls, doing fluid analysis work, or just quickly reacting to the question of a customer. We create touch points with our customer throughout the organization from the sales representative, to the credit analyst, to the plant personnel. We know our customers and they know us. Our customers know we are there for them and their success is our success.

We also have ambitious, but realistic goals to grow our company at least 20 percent each year. Even through one of the worst recessions in recent history, we more than doubled the size of our company, built a plant, and more than doubled our workforce. We are poised with the necessary capacity, sourcing, trained workforce, and market advantage to meet our goals.

### Have any innovations been implemented recently?

We have invested heavily in our state-of-the-art lab. With this, we are able to assist our customers through fluid analysis, ensure the quality of inbound and outbound materials, and perform research and development to discover new opportunities. Our plant affords a unique market advantage with the combination of blending, storage, and packaging capabilities.

### What impact has KOST USA made in its industry and community?

We have had a very positive impact in Bond Hill through the purchase and build-out of our plant. We spent more than \$10 million to bring our plant to where it is today. In addition, we have brought 65 jobs to the area. As we grow, we will continue to bring jobs to the area and look for other ways to support the local community.

We believe that any time new manufacturing is brought online in the U.S. that our country and the industry are strong benefactors. We believe manufacturing is the backbone of the U.S. economy, and we are happy to keep that spirit alive.



The mantra at KOST USA, the manufacturers and marketers of more than 100 premium chemicals, coolants, heat transfer fluids, diesel exhaust fluids, and lubricants, is "It's not business, it's personal." Founded in 1985 by Tom Overdeck, the company has 65 employees in Cincinnati and considers itself a lean organization, meaning they are thoughtful, but "quick and agile." In addition to manufacturing and analyzing its glycol-based fluids, the company also provides toll blending and packaging of glycol products for OEM's (original equipment manufacturer), retail, and industrial applications in the U.S., Mexico, and Canada.

KOST USA corporate office is located at 1000 Tennessee Avenue, Cincinnati, OH 45229. You can reach them at 513.583.7070 or visit their website at [www.kostusa.com](http://www.kostusa.com).