

Kish Bank Provides

Innovative Payment Solutions

Anyone familiar with the state of American manufacturing today knows the survival of old-line industries like the plastics industry has been especially difficult. Overseas competition, in addition to rising healthcare, energy, and oil costs, have driven many manufacturers out of business.

Buckell Plastic Company, Inc., Lewistown, Pa., saw these threats as an opportunity to restructure its core business and make the necessary changes needed to survive. The big question was: How does a small family-owned plastics business compete globally from a rural Central Pennsylvania base? This is where Kish Bank and Paymentech provided the solution.

Brian Schell, President and Owner of Buckell, found a way to get new leads by using internet-based Google Search Engine marketing to attract new customers from all across the United States. While getting new clients was great, getting them approved for credit became a real challenge. Some credit checks took several weeks due to differences in time zones and the number of references needed. This is when Kish Bank came up with an excellent solution. The Bank asked, "Did you ever think about accepting credit cards from these customers?"

"I had no idea that the decision to accept credit cards would have such a huge impact on our business," comments Schell. "We were able to accept orders immediately, and designed and shipped prototypes to customers in the same week. Before accepting credit cards, this process might have taken four to five weeks."

"Accepting credit cards through the Paymentech System made a huge difference in our ability to quickly process client orders and create custom prototypes."

*-Brian D. Schell, President and Owner,
Buckell Plastics Company inc.*

Schell was also pleased that Kish Bank sent over several representatives to explain the credit card implementation process and negotiate competitive rates for processing transactions. "Overall, the credit card processing fees were minimal for the transactions, compared to our administrative cost savings," says Schell. "Our business



Brian D. Schell, President and Owner, Buckell Plastics Company displays some of the plastic packaging the company produces.

is strong and growing, thanks in part to our innovative marketing and ability to get customers going quickly."

Buckell Plastics Company, Inc. is a manufacturer of custom light gauge thermoforming packaging for many large manufacturing companies in the medical, consumer, and electronics fields, nationally. Founded in 1964, Buckell employs 40 people and is located at 5 Industrial Park Road, Lewistown, PA 17044. 717-242-3308.

Kish Bank offers credit card processing services to business customers, which includes receiving credit card payments into a merchant account or business checking account. For more information, please contact a Kish Bank Business Banker or Commercial Relationship Manager for full details.

Offices in Mifflin, Huntingdon, and Centre Counties.
Please call 888-554-4748 to talk to your Business Banker or Commercial Relationship Manager.

