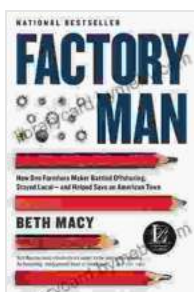


# Against the Tide: How One Furniture Maker Stayed Local and Helped Save an American Industry

In an era of globalization and offshoring, it's easy to think that American manufacturing is a thing of the past. But as one furniture maker has proven, it's still possible to succeed in this country by making high-quality products and staying true to your values.

Mark Frankel is the founder and CEO of Herman Miller, a Michigan-based furniture company that has been in business for over 100 years. Herman Miller is known for its iconic designs, which are often featured in museums and corporate offices around the world.

But Frankel's success didn't come easy. In the 1970s and 1980s, American furniture makers were facing increasing competition from overseas manufacturers, who could produce furniture more cheaply and quickly. Many American companies responded by offshoring their production, but Frankel refused to do so.



## Factory Man: How One Furniture Maker Battled Offshoring, Stayed Local - and Helped Save an American Town by Beth Macy

★★★★☆ 4.5 out of 5

Language : English  
File size : 4045 KB  
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Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled



"I believe that manufacturing is an essential part of our economy," Frankel said. "And I believe that we need to keep manufacturing jobs in this country."

Frankel's commitment to American manufacturing has paid off. Herman Miller has continued to grow and prosper, even as other furniture companies have struggled. Today, the company employs over 2,000 people in the United States and its products are sold in over 100 countries.

Frankel's story is an inspiration to other American manufacturers. It shows that it's still possible to succeed in this country by making high-quality products and staying true to your values.

Here are some of the key lessons that we can learn from Frankel's story:

- **Don't be afraid to go against the grain.** When everyone else is offshoring their production, it's easy to feel like you're the only one who's swimming against the current. But if you believe in your product and your values, don't be afraid to stand up for what you believe in.
- **Focus on quality.** Frankel's furniture is known for its high quality, and that's one of the reasons why the company has been so successful. When you focus on quality, you're creating products that people will love and that will last for years to come.

- **Stay true to your values.** Frankel believes in American manufacturing, and he's never wavered from that belief. Even when it was difficult, he refused to offshore his production. When you stay true to your values, you'll be able to build a business that you're proud of.

Frankel's story is a reminder that American manufacturing is still alive and well. By focusing on quality and staying true to our values, we can continue to create products that the world wants and needs.



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