

Leader of the Pack!

Have you ever wandered around the conventions, auto shows, trade shows and thought to yourself, who is the best, who is number one? Sometimes it's hard to really tell, they are all making the same thing or reasonably close facsimile. They sell it and repackage it as the next best thing, yet they use the same materials with slight variations, but at the end of the day, still unchanged.

When you go to gatherings, who stands out and why? Do they stand out because they are dressed exceptionally well, or drove the right car, or are they tall, or do they know all the latest game scores. Rarely are they singled out because they are the innovators in the room, rarely is it because they live outside the proverbial box. For the most part, innovators are usually the quiet person in the corner, with a scotch on the rocks in hand, watching the herd mill around, and watching their interactions, watching what draws them to a particular entity in the room and hypothesize why.

When you attend a convention for your particular industry, why are you there? Are you there to see all the others from your industry, or to scoff at your competition, or are you there to see emerging trends, or are you there to find a hole in the proverbial wall that everyone else is missing? Because therein lies the opportunity you're looking for. Do you really want to be just like all the other kids on the block, or do you want to be the one they came to see?

The LEADER of THE PACK!

Being the leader of the pack is not a fun position to be in either. You're a target, you'll be the one the masses will attack. At the same time, they are aware that you're the one that can ***"get'er done"***! What is the most important thing here, they know who you are, because you have taken the chance and become the spearhead of a new way of doing things.



You saw that same old, same old, was not keeping the market's attention any longer, so you took the leap of faith. You can bet your bottom dollar, every where you go, they will visit your booth first just to see what new directions and paths you're moving toward. Sure, they will be taking shots at you all the while, but they are taking notes while they are taking shots at you because you're different and because it's working.

Looking at the evolving Modular manufacturing marketplace and the lack of advancements is disheartening at best. We are all standing on the precipice of a new age in volumetric housing, sticks and stones will no longer cut it. Everyone knows that, however, everyone is too comfortable to try something different.



However, there is a comfortable option, the GCI-HSC panel. It is a simple Lego approach to Modular Manufacturing. Streamlined assembly lines with JIT raw-materials in which you own the supply chain. This is like Mecca for the Modular Manufacturing industry. The best parts are the cost effectiveness, easily trained workforce, remarkable quality and best of all, excellent price points for you and your customer base.

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