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H&H Corrugated Boosts Profits With Baysek's C-170 Die Cutter

The first time Jim Houk saw the Baysek C-170 die cutter in operation and saw the clean partitions it could produce – all without hand stripping – he was sold. Since adding the Baysek machine to the factory floor at La Vernia, Texas based H &H Corrugated Services, Inc. it has been beneficial to the company, as well its customers.



From left, Scott Lyons, Operations Manager; Jim Houk Jr, second-generation owner; and Roman Houk, Design Manager, with a sample of the many products H&H Corrugated manufactures with its Baysek C-170 Die Cutter.

Houk, the second-generation owner of H&H, said that the Baysek is providing faster, reliable service at an affordable cost. The company was able to decrease prices to be more competitive and increase their profit margins by implementing the single-operator machine.

“The C-170 has increased production and lowered labor costs. We had large orders that were taking five days with eight people,” Houk said. “We now run this same job in two days with three people. It’s a huge savings and a faster turnaround for the customer.”

It was at a trade show in Orlando, Florida, in 2016 that Houk first had contact with the Amherst, Wisconsin based Baysek Machines Incorporated. Now in regular contact with the specialty machine maker, Houk says it continues to be a pleasant experience with top-notch customer service.

“From start to finish the process has been professional and timely,” he said. “The crew at Baysek are very attentive to all our questions and concerns. Someone always answers the phone.”

Tim Engle, Baysek’s North American Sales Manager, said that Houk and his team were great to work with as well. “Everyone was enthu-

siastic about getting the machine in place and running. It has been a pleasure getting to know Jim and developing a lifelong friendship,” Engle said.

The state-of-the art C-170 was a fitting addition to H&H, which has grown exponentially since Houk and his father, Jim Houk Sr., founded it in 2002. In the beginning, it was just a father-and-son operation in a 750-square-foot bay. One of the first pieces of equipment they bought was a flat roller bed die cutter.

“Looking back, it sure looks extra slow next to the Baysek,” Houk said.

Over the years, H&H, which specializes in corrugated partitions, pads and specialty gluing, grew out of and added more building space. They invested in more equipment and added more employees, including a third generation Houk in the fold, Roman Houk.

Currently, H&H Corrugated operates in a 25,000-square-foot shop built in 2017, and even that is beginning to get crowded.



“We now employ 12 full-time employees. But we still run as a small family business,” Jim Houk said. “You’re only as good as your employees and we have the best employees and the best supporting vendor.”

Before buying the Baysek, H&H converted 30-million-square-feet a year. By next year, the company is expected to double that.

“As H&H continues to grow, we look forward to working closely with our corrugated partners, vendors and equipment specialist to move into the next generation of specialty packaging,” Houk said. “It should be a fun ride.”