



**FOR IMMEDIATE RELEASE**  
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## **Davis-Standard's End-to-End Transformation Redefining Customer Experience**

(Chicago, IL.) – Davis-Standard is in the midst of a comprehensive business transformation that is redefining our overall customer experience. From dynamic issue resolution and intelligent, predictable manufacturing to reinvesting in R&D, Davis-Standard is implementing a cultural and structural shift that centers around the customer. Customers will benefit from one of the most intelligent, connected, and capable customer care platforms in the industry.

"We understand our customers' pain points and we're committed to solving them," said Juan Araujo, President of Davis-Standard. "Every decision, every process, and every change happening within the company is driven by our clear purpose of serving our customers faster and more efficiently."

Araujo has consistently prioritized the reengineering of all critical business processes in customer touchpoints across Davis-Standard – from engineering, manufacturing, and customer service – creating a model that drives better and faster decision-making. In manufacturing, Davis-Standard has developed an integrated digital system that synchronizes workflows, provides digital work instructions, manages materials, and offers dynamic engineering support. Fully integrated systems now make it simple to execute even the most complex processes. For customers, this means faster deliveries, improved quality, and more dependable service.

At the heart of this transformation is the new Customer Response Center (CRC), a central hub designed to ensure every customer request is addressed, prioritized, and resolved. Every request is tracked through real-time dashboards, giving customers transparency from inquiry to resolution.

"When a customer needs us, we want them to experience a world-class service and support. Customers will see that we are dependable and efficient in solving their problems," explained Araujo. "We expect 100% of calls to be answered promptly and 100% of issues to be resolved."

A case number will be assigned to each customer's call to track the specific need and ensure a final resolution. A digitally integrated solution will manage each case throughout every stage of the process.

Another cornerstone of this initiative is a major reinvestment in Davis-Standard's Extrusion Center of Excellence. "We've reinvested more than \$5 million in equipment that harnesses next-generation extrusion and automation to increase efficiency, reliability, speed, and safety. Our goal is to accelerate sustainable innovation through advanced R&D, smart monitoring, and customer-focused trials," said Araujo.

Customers will benefit from faster trials and the ability to test advanced materials such as biopolymers and recycled plastics. They will benefit from access to multimarket solutions across packaging, medical, construction, and coating. Trials are already being scheduled for the fourth quarter of 2025. Araujo views this transformation as a series of building blocks that will enhance the value proposition and the overall customer experience.

See our supporting video here: <https://youtu.be/545znOK0mhg>



## About Davis-Standard

Founded in 1848 and headquartered in Chicago, Ill., Davis-Standard is a global leader in the design, development, distribution, and aftermarket servicing of extrusion and converting technology. Our systems support manufacturing applications and customers in a wide variety of industries, including infrastructure, building and construction, consumer products, medical, and packaging. The company delivers world-class engineering and innovation under the Davis-Standard, Maillefer, Battenfeld-Cincinnati, Exelliq, and Davis-Standard Global Services brands, among others.

With more than 2,600 employees worldwide and a network of independent sales agents and suppliers in nearly every country, Davis-Standard is committed to engineering systems that are cost-effective, environmentally responsible, and offer a high return on investment. The company has manufacturing and technical facilities in the United States, Canada, China, Germany, Finland, Switzerland, Austria, the Czech Republic, Italy, and the United Kingdom.