

Explore, Pursue, Create

Together we will help you pursue greatness!

At Frank Lowe, we focus our time and energy on building relationships — not making sales. Because of this, we always work toward understanding the needs and goals of those we serve. To best understand our methodology, we recently sat down with Chuck Conto, owner of Red Cat Brands Inc. to discuss why they pursued working with Frank Lowe.

Red Cat Brands Inc. is an umbrella company for a successful group of eCommerce and service-related businesses. One key arm of the business specializes in manufacturing value-added solutions, including footwear accessories and applications. Continue reading to hear how Chris Conto perceives Frank Lowe and the tailored services we offer to Red Cat Brands.

How Long Have You Been Working with Frank Lowe?

We have been working with Frank Lowe for a little over two years. And the relationship for the entire time has been remarkable. Their lead times are short, and they have very flexible minimum order quantities. We especially appreciate their convenient shipping options that are often molded to best meet our needs. All in all, our tenure with Frank Lowe has been easy...really easy.

Why Did You Choose Frank Lowe Over Overseas Competitors?

While the prices of overseas vendors may have appeared to be attractive, we learned there were substantial hidden costs associated with working with international vendors. These hidden costs could easily make the relationship untenable. Most importantly, it could result in less-than-reputable product quality, which is something we wouldn't ever gamble on.

Frank Lowe was completely different. From the beginning, they stood out by simply doing what they said they would do and delivered materials that were as advertised. Since our manufacturing relies on the timely delivery of materials, we couldn't afford the shipping delays that are all-too-common with overseas vendors.

How Did Frank Lowe Help You Explore, Pursue, and Create?

When we originally came to Frank Lowe, we had an idea — a great idea. However, we were not experts in the materials and didn't understand the countless nuances associated with each type of material. Simultaneously, we didn't understand the implications associated with adhesive selection and the many other material decisions that had to be made.

While other vendors were highly transactional like "Tell me which material number and how much you want", Frank Lowe was different. Instead, they got to know us and worked to understand our product goals. We relied heavily on the team at Frank Lowe to help guide us through the process. The team at Frank Lowe specializes in education and offered assistance at every step along the way. Today, they have become an integral part of what we do.

How Did Frank Lowe Help You with New Product Development?

At Red Cat Brands, we are very fortunate to have several excellent vendors who have set the bar very high on what we expect. Even so, what sets Frank Lowe apart is their dedication to communication and transparency. They understand me and my business which adds value with each conversation. If I have a question, I never have to second guess who I should ask.

Along the same lines, their communication style is more consultative — not just transactional. When I have a request or an order, I feel like they don't just want to take our money. They want to ensure the material or solution they are providing will meet the need. You don't find that everywhere. Instead of being focused solely on sales and their bottom line, they play the long game and are focused on building relationships. It doesn't hurt that their order processing team is fast, responsive, and makes everything seamless.

How Did Frank Lowe Help You with New Product Development?

In the beginning, they held our hand. We had a product concept and didn't have the nuts and bolts hammered out in terms of materials. Fortunately, we didn't have to. Frank Lowe was in lockstep with us. They were extremely quick to provide samples, so we were able to try different materials out to learn what would work and what wouldn't. They even made helpful suggestions and helped us think outside of the box. And this was night and day when compared to other vendors who didn't have the material expertise of the pros at Frank Lowe.

Regardless of your industry, the team at Frank Lowe can help. We specialize in offering customized solutions across an array of industries and will work closely with you to help you pursue your manufacturing goals.

Contact Frank Lowe today.

“The team at Frank Lowe specializes in education and offered assistance at every step along the way. Today, they have become an integral part of what we do.”

Chuck Conto
Red Cat Brands

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