

# D&K POWDERCOATING

## HOW DATA BASED DECISIONS RESULTED IN A 200% REVENUE INCREASE

### ABOUT D&K

D&K Powder Coatings is a premier provider of durable, eco-friendly powder coating solutions for industries including automotive, aerospace and manufacturing. With a focus on high quality parts and exceptional customer service, D&K serves clients nationwide from its state-of-the-art, family owned facility in North Mankato, Minnesota.

**"STEELHEAD HAS REALLY TRANSFORMED OUR BUSINESS FROM MARGINALLY PROFITABLE TO VERY PROFITABLE."**

DANA SCHEMPF

### CHALLENGES

- ✓ 10 years on gut feel + spreadsheets, no real-time visibility into costs
- ✓ Paper travelers and verbal handoffs created hidden bottlenecks
- ✓ Operators were hesitant to adopt technology

### SOLUTIONS

"Steelhead empowers us to deliver quality work and exceptional customer service, efficiently. It's not just software; it unlocks the capability for us to make decisions with confidence." – Dana Schepf, Owner



JOB COSTING REPORTS



DIGITAL WORK BOARDS



EASY TO USE WITH SCALABLE PROCESSES

### BIG WINS

#### 200% INCREASE IN REVENUE

**1** Each part is digitally tracked providing the actual cost of every job. This allows D&K to make adjustments to ensure they are hitting their target margin every time.

#### NEAR ZERO REWORK

**2** With digital work boards, the production floor is armed with all the necessary information and clear instructions that include photo and videos as needed to perform every job correctly the first time.

#### FULL ADAPTATION FROM THE TEAM

**3** Dana made expectations clear "Steelhead is how we run. If you're not using it, you're not part of the process." Resistance faded as operators saw improvement identifying bottlenecks and protecting margins.



TRACKING FOR  
**\$15.68 MM**

Annual Revenue



**200%**

Revenue Increase in 3.5 Years



Powder Coating



Burn-Off



Media Blasting



ISO 9001

## SUMMARY



Today, the D&K sales team focuses on achieving fair margins while maintaining competitive pricing on every job. "These numbers drive us," notes Schnepf. "If the job cost doesn't hit our quoted rate, we dig in with the floor team to understand why. It's accountability at its best."

D&K's reputation for flawless quality has been a key factor in their success, with external rework rates near zero. Customers rave about reliability, learned to organic growth through word of mouth. D&K's customers are directing business to D&K saying "Just bring it to D&K". This has unlocked major accounts, including a 10x volume increase from a long-time partner. What was once \$80,000 a month in April 2025 skyrocketed to \$350,000 in May and a whopping \$950,000 in September, representing over 10% of D&K's annual business from a single account.

2022	2023	2024	2025
<b>\$4MM</b>	<b>\$6.4MM</b>	<b>\$7.5MM</b>	<b>\$15.68MM</b>
5% net margins, marking a solid foundation with hunger to improve	Revenue surge, streamlined processes laying the groundwork for scalability	Continued growth fueled by efficiency and customer trust.	On pace for a record breaking year (Q3 revenue annualized).

## STEELHEAD OUTCOMES



	<b>VISIBILITY</b> Instant part statuses, a true understanding of every job
	<b>PROFIT + EFFICIENCY</b> Accurate job costing, quote better/faster
	<b>CONTROL + TRACEABILITY</b> Automated certs, full digital traceability of parts
	<b>DATA DRIVEN INSIGHTS</b> True profit margins, real-time production data
	<b>EXCEPTIONAL CUSTOMER SERVICE</b> Less rework, reliable lead-times, digital portal
	<b>FREEDOM</b> Less time working in the business, more time working on growth



**"DANA SCHNEPF IS THE STRONGEST LEADER I'VE KNOWN. HE MAKES MASSIVE BETS AND FORGES AHEAD—NO MATTER THE WEATHER."**

DEAN HALONEN  
STEELHEAD CRO + CO-FOUNDER

