

# Product Development from the Ground Up: The Custom Milling Way

By Leslie Collier

When it comes to product development, the “If you build it, they will come” theory rarely works with products that don’t perform - at least not more than once. Customers expect - and demand - products that live up to their claims. A product that comes with a lot of hype but doesn’t deliver as promised will die a fast, natural death, because customers will purchase it only once. Even worse, word will spread at the speed of light, because dissatisfied customers share their bad experiences with anyone who will listen.

At Custom Milling they specialize in creating positive customer outcomes - from product development, to manufacturing, to product delivery, to customer service. Ken and Gail

term, repeat business based upon the quality of each product.

## Quality is achieved through several steps:

- Initial product development includes joint research, analysis and testing and can include universities, veterinarians, Camelid owners and any other resource that is required. This process ensures each product meets customers’ strict expectations.

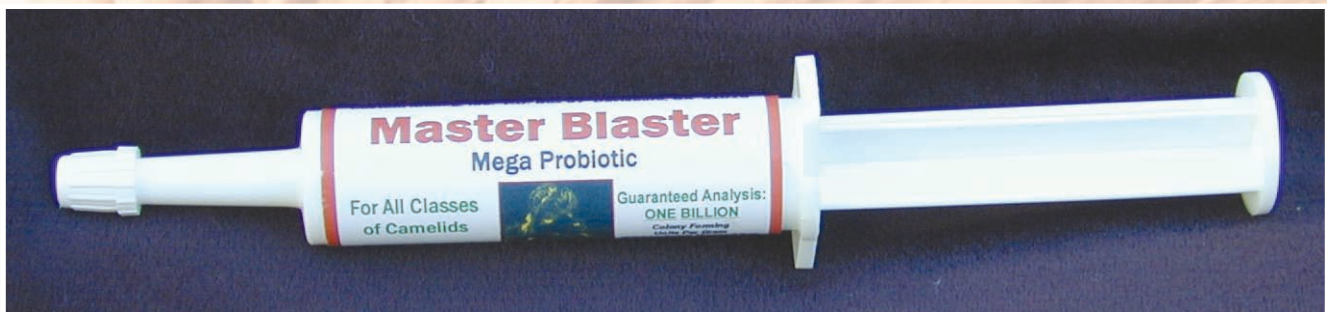
- No dangerous chemicals, fillers, preservatives or animal by-products are used in products manufactured by Custom Milling. Customers can feel assured of the purity of products.

- NO ingredient substitutions are EVER made during product manufacturing, so the product is the same EVERY TIME.

research, development and testing be done to create a high-powered probiotic for Camelids. After months of formulation, development, testing at Pearson Pond Ranch and reformulation, the new product received the go-ahead from all involved. Master Blaster Mega Probiotic is now available for purchase.

Looking ahead, we may not know what great Camelid product Custom Milling will create next - but we do know it will be the result of customers’ needs and it will be developed with utmost attention to quality.

Camelid owners know they can count on the quality of every Custom Milling product - every time. *For each customer - and for Custom Milling - that means everything.*



Keyser, Custom Milling owners, and their team have a lot of experience in each of these areas. Custom Milling’s business is built upon the foundation of creating positive customer outcomes. They well understand manufacturing, product delivery and customer service - and, most importantly, they are pros at the first step: product development. Best of all, they “got it” from the beginning. Instead of focusing on short-term return based upon the number of products they produce, they focus on long-

- Products are manufactured after the order is received, ensuring the freshest product available.

- Product development is driven by customer needs.

Customer needs drive the development of each Golden Blend Specialty Camelid feed and supplement. Most recently, a customer need/request was at the core of a new product, Master Blaster Mega Probiotic. Jack and Tracy Pearson (Pearson Pond Ranch, Ellijay, GA) asked that

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