

RK Rubber, Reichel – Korfmann Co., Inc. News Release

For immediate Release

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Don Gutknecht remembers how business was done – “Toast the Holidays”

(MILWAUKEE) – Don Gutknecht has had a storied career with Reichel-Korfmann Co., Inc. He was hired as a “greenhorn” salesman for the fabricating company right after his Korean War service had ended.

“Back in 1957, as a rookie salesman, I was expected to hit the ground running, build relationships and make my numbers” says Gutknecht with a smile. “That’s also when I was also introduced to the martini lunch.”

Gutknecht remembers one group of engineers in particular that had a penchant for the elixir. To score extra points with this client, Gutknecht took it upon himself to treat the gang over a working lunch hour by sneaking in a round of cocktails. “I had our favorite bar tender pour a batch of martinis in to-go coffee cups. I stacked them in a carrier box and made a very special delivery. Going the extra mile was something I enjoyed doing, be it earning the work or showing my appreciation for it” reminisces Gutknecht.

Don Gutknecht has over 60 years of industry experience, memories and great stories. But even more important, he has a legacy of pride in workmanship that’s been passed down to the third generation of Gutknecht’s at RK Rubber.

Gutknecht adds, “Technology continues to impact the rubber industry, but some things just can’t be improved... after all, that’s why it’s called a *perfect martini!* “

About RK Rubber

RK Rubber is a company that prides itself on accepting just about whatever rubber-fabrication challenges come down the pike. RK Rubber has experience in and services the following industries: pulp and paper, sand and gravel, mining, food processing and manufacturing, recycling (mechanical separation) and assorted distributors and fabricators.

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