



Made to Last, Success Stories

How Mallin Companies Has Stayed Strong For Nearly 90 Years

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It's one of the trademark strengths of healthy family-owned businesses: They tend to do a good job planning for the long term. Mallin Companies is a great example of that.

For nearly 90 years, [the Kansas City, Mo., business has recycled a range of materials](#)—though since the 1960s, it might be best known for its wire-chopping. The Mallin Companies will remove insulation from old wire and refine the aluminum and copper to a highly clean form. Those materials are then shipped off for reuse in other products.

Not one, not two, but three generations of Mallins are active in the company: Larry, the company's CEO (and the guy who got them into wire-chopping); his son, Jeff, the president; and Jeff's son, vice president Zach, the fourth generation in the business.

Jeff Mallin enjoys working with Zach because his son brings a new energy and perspective to the company. And Jeff's dad, Larry, keeps everyone on an even keel. "He has seen so many things come and go, so many economies good and bad."

Economic slowdowns are inevitable, so Mallin Companies tends to be conservative about its finances. But, when an opportunity to reinvest in the business comes along, Mallin can tap into its reserves, like it did when it recently upgraded its production line.

"We always invest our money back into our business," Jeff Mallin said. "If you can't believe in yourself, who are you going to believe in?"