

Welcome!

## Dynamic Discs doubles warehouse space



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Dynamic Discs is moving into their new warehouse space this week, which doubles their warehouse size from 10,000 to 20,000 square feet. The new space is located at 3601 W. Sixth Ave.

The disc golf company started in owner Jeremy Rusco's college home and now ships discs to over 500 retail locations in the U.S., Canada and through Europe.

The company started in 2005 after Rusco thought he was paying too much for a disc. He turned to eBay and, eventually, directly to manufacturers to get better rates and resell.

Since then, the company has doubled its growth every year. Rusco doesn't like to say exactly how many discs they sell each month. Suffice it to say, they produce "thousands of thousands." Enough to line the walls of both warehouses.

At a time when disc golf companies start and fail every day, Dynamic Discs ships 100 to 200 boxes each day. Their product line includes not just discs — they also sell T-shirts, shoes and disc golf backpacks.

The products are featured in tournaments Dynamic Disc hosts, and participants often receive various company products for participating.

Operations Specialist Dixon Jowers moved to Emporia from Houston earlier this month to work at Dynamic Discs. He has represented the company at tournaments before and said he has always loved the company.

Other employees moved from Oklahoma and Tennessee. Jowers said Dynamic Discs is one of three major disc companies in America.

"They are growing like a weed and I want to be involved in what they're doing," Jowers said. "I think in the long term I won't have given up anything."

Before the company had a major voice in disc production, they were successful because of their tournaments and their good customer service. Now they can specify how they want the discs produced so they can control quality. However, customer service is still a priority.

Last year, while tinkering with designs for a new bag, some were sold with weak seaming. The company offered full refunds and new bags to each person who received one.

"We don't run from our mistakes," said Dixon Jowers, operation specialist. "We acknowledge them and make it better."

### Dynamic Discs doubles warehouse space

The Dynamic Discs warehouse, 3601 W. Sixth Avenue, announced that it doubled in size last week to reach a total 20,000 square feet. The warehouse is in the process of expanding into the building next door. Owner Jeremy Rusco said the company is doubling its revenues every year.

Next month, Dynamic Discs will offer a pink and black \$200-backpack. For each backpack sold, Dynamic Discs will donate \$25 to breast cancer research, which Jowers said could result in thousands of dollars in donations.

The discs come from Latitude 64, a Swedish company. American companies aren't "up to snuff," possibly because the weather changes cause inconsistencies in how the plastic sets, Jowers said.

The day could come when disc production moves to America. If demand keeps increasing, it could become more difficult to ship such large quantities from Sweden than to manufacture them domestically.

Rusco attributes his success to sound advice, luck and great employees.

"They're smart, motivated and passionate about disc golf," he said. "You can only do so much yourself."

There are days when Rusco can't believe his college hobby turned into such a success. The company continues to grow and Rusco said it comes with growing pains. More growth means more organization, more employees and a doubled warehouse space.

Although he's surrounded by disc golf each day, Rusco still enjoys a game.

"There's really nothing else like it out there," he said. "It's a blast. More people should do it."