

Larry Jacobs of Emsig Manufacturing Corporation to be Featured on CUTV News Radio

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[/EINPresswire.com/](http://EINPresswire.com/) -- Sometimes a product is so simple and so fundamental to the way we live that we never even stop to think how and where they are made.

Emsig Manufacturing Corporation was founded in 1928 in Brighton Beach by an Austrian-born immigrant family named Emsig. Today, Emsig is one of the country's largest manufacturers of buttons. Now entering its fourth generation, with offices in New York City and factories literally all over the world from Chile to Hong Kong, Emsig sells 40 million buttons per week.

Larry Jacobs is the CEO of Emsig where he oversees all operations of the company from finance to marketing and promotions and even product development. Jacobs has been with Emsig for more than 60 years, working his way up from the factory floor to the C-suite.

"We make a product that doesn't exist until you lose it or break it," laughs Jacobs. "That's what buttons are. It's not fashion. It's not style. It's very practical."

Emsig produces and distributes a variety of buttons, including all natural buttons, bio-tech, fire retardant melamine, genuine leather buttons, green line, handmade buttons, logo mania, metal and plated, military, novelty, shirt buttons, super durable, swimwear collection, tailored clothing buttons and trouser buttons

Emsig has been selling its buttons to every branch of the US military for almost 74 years. The relationship the company forged with Roosevelt's administration explains how such a small, simple manufacturing company not only survived but thrived during the Great Depression.

Only 9/10s of one percent of businesses reach a fourth generation. Last December, Jacobs began his 63rd year working with the company. He remains active in many philanthropic pursuits, including





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paying for employees to help break their addictions.

"Our responsibility is our factory and the people who work for our company," says Jacobs. "It's the people who work here that are valuable. They are the secret to our longevity."

CUTV News Radio will feature Larry Jacobs in an interview with Doug Llewelyn on September 15th at 12pm EDT.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on Emsig, visit <http://www.usbutton.com>.

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