



Razor Chemical

Featured Client of Nancy Knighten

In 2008, Suni McClelland became the sole owner of Razor Chemical, a North Little Rock company she helped found. The same year, knowing she needed an outside advisor on her team, she began her relationship with the ASBTDC. Through the years, she has engaged the ASBTDC to assist her company in many areas, including financial analysis, market research, and online marketing.

In business since 1992, Razor Chemical has a vibrant entrepreneurial history. McClelland and her late co-founder Dennis McCarthy came from entrepreneurial roots and wanted something to call their own. The pair saw a need for environmentally friendly cleaning products.

After McClelland and McCarthy settled on the formula for their cleaning agent, McClelland believed a cinnamon scent and red color would differentiate their product from others on the market. Razor Chemical began selling its flagship "Razor Red" organic industrial cleaner by the gallon.

Razor Chemical sells its industrial cleaning products to manufacturing facilities, churches, schools, and businesses. Over the years, the company has focused on educating their

customers on why they should care about the chemicals in their cleaning supplies. Razor Chemical's product line has expanded to meet the needs of customers while staying environmentally conscious.

McClelland was an early adopter of online marketing and understanding the need to highlight her company through a distinguished online presence. Through consulting sessions with ASBTDC's Nancy Knighten and educational seminars at the ASBTDC, McClelland educated herself. She strengthened the business brand as well as her personal brand through her online activities and credits out-of-state sales to potential clients' ability to find her online, based on continued improvement of her website and social presence.

McClelland has also participated in high-impact learning experiences with UALR students. Coordinated by ASBTDC, these experiences allowed her to connect with students with a passion for eco-conscious products and green business.

McClelland is still working with the ASBTDC and growing Razor Chemical through aggressive commercial sales and government contracts.