

IMC Client Success Story - Philipsburg's DiamondBack Truck Covers

written by Lauri Moon | December 1, 2016

Philipsburg's DiamondBack Truck Covers goes from class project to \$6 million in sales.

Ethan Wendle was a junior and Matt Chverchko a senior at Penn State when they collaborated on a class assignment to develop a product and pitch it for investment.

Their idea for a high-quality, load-bearing truck cover has taken them from the classroom to a two-man garage operation to, 13 years later, a new 38,000-square-foot plant under construction in Philipsburg, PA.

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