Knoth fuels ASC's German effort

ASC Inc., formerly the American Sunray Corp. of Nashville, is one of the largest specialty stucco, plaster and commercial concrete producers in the United States. The company has been involved in the construction industry for over 50 years and is headquartered in Nashville, Tennessee.

Between 1931 and 1932, ASC Inc. built a plant in West Germany to manufacture and sell concrete products. This plant was ASC's first foreign operation and remains one of the company's most successful ventures.

Before joining ASC, Knoth held a position as an engineer for Ford Motor Co. in Dearborn, Michigan. During his time with Ford, Knoth helped design and build a new assembly plant in Germany. This experience proved to be invaluable when he joined ASC, as he had already gained valuable knowledge and skills in the field of manufacturing.

Knoth's background in engineering and his experience with Ford Motor Co. made him an ideal candidate for the role of president of ASC's German operation. He quickly became one of the company's most influential leaders, and under his guidance, ASC Inc.'s West Germany plant became one of the company's most successful operations.

In addition to his engineering skills, Knoth also possessed a strong sense of business acumen, which helped him navigate the challenges of running a foreign operation. He understood the importance of building strong relationships with local customers and suppliers, and he worked tirelessly to establish ASC Inc. as a respected and trusted partner in the German market.

As president of ASC's German operation, Knoth was responsible for overseeing the company's production and sales activities. He was also responsible for hiring and training a team of local employees, who quickly became some of ASC Inc.'s most loyal and dedicated workers.

Knoth's leadership and dedication to the company helped ASC Inc. become a respected player in the German market. His success with ASC Inc. inspired him to pursue further opportunities in international business, and he continued to make a mark in the industry for years to come.

Knoth's contributions to ASC Inc. and the company's West Germany plant are still felt today, as the plant remains a key player in the company's global operations. His legacy as a leader in international business is a testament to his dedication, hard work, and commitment to excellence.