

Manufacturing Spotlight



Richard Turner



Matric

Electronics and *People* you can count on.



How did Matric Limited start?

The company started in 1971 by Andy Maitland and Lee Richey who provided electronic design and service support to industrial clients in western Pennsylvania. I purchased the business in December 1993. During the last 12 years, the company has increased sales revenues sixfold by broadening and diversifying the customer base into other areas that include telecommunications, manufacturing, customized instrumentation, medical, military, transportation and wind energy.

What is the best business advice you ever received?

From my great-grandfather who emigrated from Scandinavia: "Take care of the customer. Don't forget to ask for the order. And remember — nothing happens without an order."

What is the biggest challenge Matric faces?

The biggest challenge facing Matric or any electronic design manufacturer is keeping current with the fast-paced dynamics of the electronic industry. The industry is constantly changing at warp speed. New technologies are coming on stream all the time. This requires ongoing consistent and significant capital investment and reinvestment. On top of all this, current electronics are being impacted by the implementation of new Restriction on Hazardous Substances (RoHS) initiatives that require the use of environmentally friendly components and subassemblies. This initiative bans the use of lead in solder and electronic components and in turn creates a need for redesigned products using RoHS compliant parts, which further accelerates the change-dynamic and obsolescence issues.

What significant investments have you made?

- **Facility/Equipment.** A \$1.6 million expansion was completed in September 2006 that added 20,000 square feet of manufacturing and production space. We purchased an additional, state-of-the-art surface-mount production line along with new inspection equipment, new test instrumentation and upgraded the existing production lines.

- **Associates.** Since 1993 we have grown from 60 to 265 employees. We have wonderful people, many with years of experience, who are committed to help us move in the right direction.
- **Dynamic Manufacturing.** We acquired this electronic manufacturing service company in 2005 and it has enabled us to broaden our customer base and increase market presence in Pittsburgh.
- **Windurance (originally MLS ElectroSystem).** This business venture conceptualized the development of electronic servo pitch control systems for very large utility grade wind turbines (larger than 1 megawatt in power generation). We developed a system with our partners that changes the angle of attack of the wind turbine blades, much like changing the propeller pitch on a turboprop airplane. Our system helps the wind turbine operate efficiently over a much wider range of wind speeds. We have a new contract to provide 400 systems to Clipper Turbine Works, a wind turbine manufacturer in California and Iowa. Matric is a significant stakeholder in Windurance, as a primary manufacturer and engineering entity. Our involvement has in part driven the investment in our recent building expansion.

What do you see in the future for Matric Limited?

We have been fortunate to maintain a path of continuous profitable expansion and growth. This has provided new opportunities for our company and enabled us to add to our capabilities. This has positioned us to provide new products and services to our customers. Our growth and expansion has also provided new opportunities for Matric associates and additional employment for our region. Our goal is to attempt to continue this trend. Our dedicated work force and our current and future customers will help us get there if we take care of them and ... "Don't forget to ask for the order." •

Fast Facts:

Company:	Matric Limited
President and CEO:	Richard (Rick) Turner
Employees:	265
Founded:	1971
Product:	Electronic engineering and design; electronic manufacturing services; after-market service support
Web site:	www.matric.com