



Part of Burton Industries' Travelling Grillin' Crew: (L-R) Chris Kavinsky, Gary Burnett Jr., Eric Their, Anna Hill and Christine Brees.

Burton Industries Thanks Customers with Lunch

When trying to decide how best to celebrate 35 years in business, the team at Burton Industries got creative.

"We wanted to find a way to truly thank customers that fit our servant mentality approach to customer service. Inviting them to our onsite celebration meant that at best one or two people at each customer might come, but most likely not their entire team and they'd have to fly or drive to visit us. In short, it would be convenient for us, but require effort for our customers. So we decided to bring the 'thank you' to each of their facilities with a barbecue lunch grilled and served by our team," said Gary Burnett, Burton Industries' President and CEO.

To date, the team has visited two customers. At the first site, approximately 88 people
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Legacy Product Support Capabilities Enhanced

Through-hole technology continues to be a mainstay in some product applications and Burton Industries has optimized its automated through-hole capabilities to cost competitively support customers with products utilizing that technology.

"We can help customers convert to SMT, but for many legacy product lines it simply isn't a cost competitive option. When volumes are low or the product is near end-of-life, it typically doesn't make sense to fund a redesign and associated re-qualification process. Even when customers do convert the majority of the components to SMT, power components or connectors may stay through-hole due to cost or reliability considerations," said Gary Burnett, Jr., Director of Business Development.

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CUSTOM SOLUTIONS

For 35 years, Burton Industries, Inc. has had a long tradition of providing customized manufacturing solutions to OEMs in the medical, industrial, motor control, specialized consumer, security, building controls, defense and professional tool markets. We specialize in high mix, variable demand projects and support the full product lifecycle from product development through end market support services.

QUALITY RESULTS

We've built our business by listening to customer needs and efficiently supporting high mix, variable demand projects. Our manufacturing strategy includes:

- Extraordinary communication with customers
- Teaming with suppliers
- Optimizing test
- Eliminating hidden cost drivers.

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Burton Industries' Travelling Barbecue Team

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were served and at the second about 25 were served. The "35th Anniversary Cookout Crew" consisted of the customer's program manager (either Chris Kavinsky or Meaghan Wallner), Production Manager Eric Their, Human Resources Manager Chris Brees, Training Coordinator Anna Hill, Director of Business Development Gary Burnett, Jr. and COO Mark Leman.

The team took the opportunity to connect with folks that they knew at each customer plus make new acquaintances and share Burton Industries' business philosophy as a servant company.

However, according to Mark Leman, COO, it's not surprising to the team at Burton Industries. "We live and breathe this stuff every day. Read our Mission statement, it states 'provides superior service and value to enhance our customers' position in the market.' It's not about us, it's all about the customer, the whole team fully understands that here. The most frequent comment was, 'no one has ever done anything like this before.' That's no surprise either, we are just different, not every company has a servant mentality as we do. We know we are a little weird when as a company we put our customers' success before our own. Who thinks like that nowadays? We're actually proud to call ourselves Weirdos in that respect, it's a kind of compliment at Burton," Leman added.

The cookouts were extremely well received by everyone at both locations and we received many hearty 'thank-you's'. "Our customers were all surprised that we would come and do this for them with no other reason than to show our appreciation for allowing us to serve them as customers and, in turn, help their businesses succeed. The most frequent comment was, 'no one has ever done anything like this before'," said Mark Leman, COO.

While company policy does not allow disclosure of customer names, a contact at one of the customers served, had this to say, "On behalf of all of us, I want to express our sincere appreciation and thanks to the Burton team for lunch today. Great event for our entire team. We have enjoyed our partnership with the Burton team these past several years. Thanks to Burton for making this happen!"

This page's photo montage feature photos from the events held so far.



Burton Industries' 35th Anniversary Open House

Burton Industries, Inc. also held an internal 35th anniversary celebration on August 29, to celebrate with team members, their families and the local community. The event included plant tours, a presentation on the Company's history and future business plans, and a cookout with games and activities for attendees. In addition to all team members, their families, local WIN supplier alliance partners and officials from Ironwood, the Economic Development Corporation, MichiganWorks! and Gogebic Community College were invited.

"In a time of economic adversity for many U.S. manufacturers, Burton Industries is pleased to be able to celebrate 35 years of successful business growth. Our success is due to the quality of our team and their willingness to go the extra mile for each of our customers. We prove Made in USA is a viable solution every day," said Gary Burnett, Sr., president and CEO of Burton Industries, Inc.

Burton Industries was started in 1978 in New Berlin, WI by Edward Leman and James Treiterer, both originally from Milwaukee, WI. The Company migrated into contract manufacturing in 1979, first building specialized automotive electronic test equipment and later expanding to a range of industries. Burton Industries opened a 6,500 sq. ft. manufacturing facility in Hazelhurst, WI in 1992. In 1998, it opened a 10,000 sq. ft. manufacturing facility in Ironwood, MI. The current leadership team took over in 1997. In 2007, the Ironwood, MI facility was doubled in size and capabilities were expanded to include design and engineering services, and enhanced support for medical products. It also formed the WIN alliance with related suppliers in the Ironwood community to provide a one-stop product development manufacturing solution for customers needing services beyond those found in traditional electronics manufacturing models.

Today, Burton Industries attracts customers throughout the U.S. in a wide range of industries who need the support of a company capable of providing in-house design, engineering services and manufacturing while maintaining superior service and superior quality.



As these photos show, the 35th Anniversary Open House event was a family affair. There was food, a special cake and special treats for the kids. Plus team members got a chance to have fun and introduce their families to the folks they work with. And below, four generations of founding family members are present (L-R) Dewey Laak, Janet Leman-Laak, Mark Leman, Gary Burnett, Sr., Robin Burnett (holding grandson, Drew) and Gary Burnett, Jr.



Legacy Product Support

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The Company has acquired additional automated insertion equipment to support this niche market.

“We already support medical and instrumentation customers in this niche. We can offer leaded or unleaded options. We have wave solder and selective solder options. While many companies see through-hole as dying technology they want to shove in a corner, we recognize that our through-hole customers see it as a technology that is part of their requirement mix and want a contractor that is willing to optimize

that process. Our goal is to provide the same quality and consistency in our through-hole processes that we have in our SMT processes,” said Gary.

Production is only one part of the through-hole equation.

“Getting through-hole components can be challenging. We see this technology in longer lifecycle products and that can drive obsolescence issues. We do product lifecycle analysis and take a proactive approach to monitoring component availability,” added Gary.

The Company primarily utilizes distribution and manufacturers, but will

source difficult to find parts through non-franchised distributors with customer authorization. Components are verified against documentation. Packaging and part numbers are also checked against known good parts for any variation when brokers are used. Assemblies are tested as well.

“We haven’t run into any counterfeit issues when working with non-franchised sources, but we still monitor those parts carefully,” Gary said.

From engineering to production to end-of-life support, Burton Industries’ team has its customers’ legacy products covered.

Trade Show Schedule

MDM Midwest

Booth 1433

Sept. 10-12

McCormick Center

SMTA Vendor Days

Sept. 18-19

Milwaukee, WI



Burton Industries’ team at MDM Midwest: (L-R) Jim Wishall, Leah Rogers and Jeff Ocker.

AmCon Milwaukee

Booth 120

Oct. 8 – 9

Wisconsin State Fair Park, Hall A,
West Allis, WI

AmCon Detroit

Booth 112

Nov. 5 – 6

Suburban Collection Showplace

A Documented Big Fish Story

We’ve all heard the story about the one that got away. Here’s a story about one that almost didn’t.....

Anthony Culbert (Electrical Manufacturing Engineer) was fishing smallmouth bass on an area lake with his father in August when he landed this giant 50” Muskie. Anthony said it maxed out the 40lb. fish scale he keeps in his tackle box. He released the fish so the actual weight was more than 40lbs. and is unknown. Anthony said he wants to now be known as Burton Industries’ “greatest & most awesome” fisherman until somebody tops this one.

Great job, Anthony!

Fishing like this is just more reason to do a site survey or business review at Burton Industries.



Recognizing Our Focused and Dedicated Team



Ryan Abramson

Ryan Abramson has returned to Burton Industries after a military deployment overseas. He is an active member in the U.S. Marine Corps and we thank him for his service and sacrifice to us all. He rejoins the camera/box build work area where he has previously given a focus to customer needs and meeting the goals of excellence!



Duane Loverin

Duane Loverin has joined our team as a Test Engineer. Duane brings a great deal of expertise and experience in the industry and is a great asset to the Test Department and the entire Burton Industries team.

One More Fish Story

Gary Burnett, Sr. was fishing with Burton Industries' master of maintenance guru Scott Hoff over Labor Day weekend and landed this monster 31-inch Walleye. Unfortunately there was no scale available in the boat to weigh the fish before he released it. This fish went at least 12lbs. If you ask Gary today, he probably will say 13lbs. Although he has caught several over 28 inches and at least one other 30 incher but this 31 incher was by far in length and weight his biggest Walleye ever caught in over 40 years of fishing walleye. Gary said tears came to Scott's eyes when he released that fish back in the water knowing it would not be turned into a delicious fish dinner that night.



Anniversaries

Darren Pieczynski – 20 years on August 16th
Program Manager/Business Development -
Knowledgeable in all areas of the business!

Gary Gibbs – 18 years on July 24th
IT Administrator – has experience in all areas of
the business, bringing more than just value in IT!

Jessica Bianchi – 15 years on July 24th
Purchasing Manager – Always working hard to
ensure availability and best price!

Greg Vallone – 12 years on August 20th
Surface Mount Work Cell Leader - Our resident
work-a-holic and a dedicated professional.

Brooke Hine – 5 years on August 20th
Quality Inspector - Committed to community and
team members! Always looking to lend a hand to
those who need it.

Randi Sokolowski – 6 years on July 23rd
Quality Team Work Cell Leader- Eye for detail and
knows what matters! Commitment to customer
and team success is unsurpassed.

Jim Wishall – 2 years on August 1st
External Business Development - Shows his com-
mitment to the team in everything he does! Dedi-
cated, proud father!

Bradley Albrant – 2 years on July 11th
Office Manager at our Hazelhurst office - Detail-
oriented and precise, represents the company
very positively and professionally.

Connections

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