



# Wisconsin MANUFACTURER OF THE YEAR AWARDS

## NEWS RELEASE

**EMBARGOED FOR RELEASE:  
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**10:00 p.m. Thursday, March 1, 2007**

### **Wisconsin Plating Works of Racine Wins Wisconsin Manufacturer of the Year Award**

**MILWAUKEE— Wisconsin Plating Works of Racine, Inc., Racine, Thursday won a special award for “Employee and Environmental Stewardship” at the 2006 Wisconsin Manufacturer of the Year Awards.**

Wisconsin Plating Works of Racine was one of five firms that won special awards based on their exemplary contributions to manufacturing in the state. Four companies won Grand Awards for overall outstanding achievement. Thirty-nine manufacturers were nominated for this year’s awards.

Wisconsin Plating Works of Racine has established itself as a high-quality, customer-focused job shop providing metal finishing services to manufacturers in metal working industries.

Now in its fourth generation of family leadership, Wisconsin Plating Works of Racine has established a reputation of quality workmanship and reliable service through the dedication of its employees, while making tremendous strides to protect the environment.

In 2005, the Racine manufacturer bought another long-standing 78-year-old family plating company, Racine Plating Company, which had run into bumpy times. Their happy marriage saved 30 inner-city jobs. And, Wisconsin Plating even honored the longevity and benefits levels, including vacation time, for the Racine Plating employees.

Using the latest technologies and innovations, the company also has an impressive commitment to the environment. Wisconsin Plating is a recognized leader in the areas of waste minimization, pollution prevention, environmental compliance, and environmental stewardship.

“The Manufacturer of the Year Awards program celebrates the success stories of Wisconsin’s manufacturing companies,” said Timothy L. Christen, CEO of Virchow, Krause & Company, LLP. “Manufacturers are the backbone of the Wisconsin economy, and when manufacturing is strong and growing, services, retail, construction and other industries will have strong paths as well.”

“We are proud to honor these manufacturers as they forge ahead setting the pace for economic development, growth and prosperity,” said James S. Haney, president of Wisconsin Manufacturers & Commerce. “Wisconsin manufacturers are recognized around the world for their innovations, cutting-edge technological advances, and uncompromising commitment to customer satisfaction.”

**(MORE)**

A N A N N U A L A W A R D C O M P E T I T I O N S P O N S O R E D B Y :

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“Wisconsin manufacturers are responsible for creating jobs and keeping our local economies strong,” said Tod B. Linstroth, senior partner in the Business Practice Group at Michael Best & Friedrich LLP. “Their commitment to sound technological advances, customers and employees will foster new opportunities for our families and our futures.”

The annual competition is co-sponsored by Michael Best & Friedrich LLP, a preeminent Midwest-based law firm; Virchow, Krause & Company, LLP, the nation’s 15<sup>th</sup> largest accounting and consulting firm; and Wisconsin Manufacturers and Commerce, the state’s largest business association.

An independent panel of judges, including leaders in business, government, education and the business media, evaluated the nominations. The MOTY awards were presented Thursday at a black-tie banquet at the Pfister Hotel in Milwaukee.

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**RACINE MOTY  
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**2006 Manufacturer of the Year award winner sidebar**

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**Wisconsin Plating Works of Racine, Inc., Racine  
Special Award Winner-Employee and Environmental Stewardship  
Robert J. Toeppe, President & Treasurer  
[www.wisplate.com](http://www.wisplate.com)**

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Now in its fourth generation of family leadership, Wisconsin Plating Works of Racine has established a reputation of quality workmanship and reliable service through the dedication of its employees, while making tremendous strides to protect the environment.

In 2005, the Racine manufacturer bought another long-standing, 78-year-old family plating company, Racine Plating Company, which had run into bumpy times. Their happy marriage saved 30 inner-city jobs. And, Wisconsin Plating even honored the longevity and benefits levels, including vacation time, for the Racine Plating employees.

The company continued plant operation in the same location as the former business, now operating as Racine Plating Division. This location is within a Racine Development Zone where employees can either walk or ride the bus to work.

Before they merged, the two companies had similar products but different markets. Racine Plating focused on large quantities of material, while Wisconsin Plating handled smaller, specialty orders that required quick turnaround.

Combined, the two companies manufacture corrosion-resistant plating for an eclectic mix of products in the automotive, agriculture, construction equipment, metal fabrication, machining, electrical and electronic controls, defense, and aerospace industries.

With the purchase of Racine Plating Company, employment grew from 12 to 44 employees and sales revenues have more than doubled in two years. While it serves customers throughout the U.S. and Canada, it serves the majority of its customers within 100 miles of Racine.

Wisconsin Plating Works of Racine instituted a metrics program offering enhanced productivity and continuous improvement in all operations. Management instituted new training programs and implemented lean manufacturing initiatives.

Using the latest technologies and innovations, the company also has an impressive commitment to the environment. Wisconsin Plating is a recognized leader in the areas of waste minimization, pollution prevention, environmental compliance, and environmental stewardship. The company has made significant improvements in energy conservation, with more efficient boilers, lighting changes, and better management and control practices.

The ability of their employees, coupled with industry experience and customer satisfaction, has positioned Wisconsin Plating Works of Racine for continued success.

*Wisconsin Plating Works of Racine, Inc., Racine, won a special award for "Employee and Environmental Stewardship" at the 2006 Wisconsin Manufacturer of the Year Awards.*