

Troemner taking a measured approach to success

Thorofare company one of top suppliers of precision weights

BY MEG FRY

"Take out a dollar bill," says Will Abele, president and owner of Troemner. "If I take your pen and lightly touch the dollar bill, we can weigh it and tell you exactly how many milligrams of ink have been added to its original weight of 43 grams."

Such impeccable precision is a daily requirement at Troemner's headquarters in Thorofare, where the leading manufacturer of weights and calibration services houses the world's largest and most automated state-of-the-art metrology laboratories.

Using controlled-environment laboratories, Troemner produces measurements with the lowest possible uncertainties, often exceeding those of the national measurement institutes.

"There's not a thing we do in life that isn't measured," Abele said. "Most of us think about how much we weigh or buying deli meat, but what about having to take medicine or mailing packages at the post office?"

No problem there — Troemner creates custom weights for any purpose.

So says Tracey Hill in the quality department.

"If a client requests something other than a standard product, our engineers will make it for them," she said.

For intensely focused factory workers, this is no small feat. Solid weights, for example, can only be adjusted by removing fine amounts of material with a polishing wheel.



Troemner President Will Abele shows off one of the company's precision weights. —AARON HOUSTON

(Almost) earthquake proof

All three labs in Troemner's facility are built on a 2-foot concrete slab slightly beneath the foundation. The depth allows the lab to withstand almost any vibration and maintain precise laboratory experiments. The only exception: Earthquakes — from anywhere in the world — that register 7.2 or higher on the Richter scale.



"If you overdo it, you now have a lovely doorstep," Hill said. "As much as it's a science, it's an art."

Measurements aren't the only thing Troemner does. Since acquiring and rebranding Talboys in 2000, it is the largest independent manufacturer of lab-

oratory and medical equipment accredited by the FDA. This is an area of business the company wants to continue to grow internationally.

Over the last two years, the company has invested more than \$1 million in new laboratory equipment, including seven large

robots to increase efficiency.

Troemner also launched a marketing campaign to paint the company as an upscale player in the industry and completely redesigned its website to increase its global growth.

With 150 employees, Troemner also recently increased its distribution capabilities in order to improve shipping times from two weeks to 48 hours.

"It's been to our advantage to manufacture everything in the U.S.," Abele said. "We have shorter lead times, quicker deliveries, available staff and higher customer satisfaction."

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The biz in brief

COMPANY: Troemner

HEADQUARTERS: Thorofare

NICHE: The world's leading supplier of precision weights and mass calibration standards.

FOUNDED: 1838

EXECUTIVE: Will Abele

ONE MORE THING: Troemner prides itself on being an upbeat and modern company. Will Abele's official title is surprisingly not president nor owner — it's "top dog." Additional titles within the company include "ambassador of customer happiness" for its marketing manager and "digital/media whiz" for employees who work on the website and in public relations.

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