

Minster Dependability Important

Hard work, quality products, good business decisions and valuable capital investments have added up to the "Great American Success Story" for Rockford Toolcraft.

With a \$10,000 investment in a 1,500 square foot rented space in Rockford, Ill., Jerry Busse opened a tool and die shop in 1976. The business grew steadily to the point where Busse decided to add a stamping operation about 11 years ago. Today, Rockford Toolcraft, Inc. is stamping out over 1.5 million pounds of material a month, and has nearly 100 employees.

"The initial idea was to get more tooling business by offering stamping," said Jerry Busse, President of Rockford Toolcraft. "But after a period of time the stamping has become the dominant figure in our business."

"We have a large modern tool and die operation, so we tell our customers, 'who's better to run the die and take care of it than the people who designed and built it?'" added Vice President Tom Busse.

Jerry Busse credits the success of the stamping business with some decisions he made early on.

"When I started our stamping division 11 years ago, I wanted

Rockford Toolcraft President Jerry Busse, and Vice President Tom Busse inspect one of the transfer stages of a trailer hitch produced on a Minster E2 1000 press.

every advantage on our side so I started by buying three Minster presses," he said. "I had been a tool and die maker all my life, and had been around presses for 25 years, so

image to my customers, and I felt with Minster presses I would have the best image."

Rockford Toolcraft's first press was a 200-Ton Minster E2, purchased

“ The motto on our business cards is, ‘High Quality Dies and Stampings.’ We feel Minster helps us live up to that promise. ”

**Jerry Busse
President, Rockford**

Minster's reputation was ingrained in me. I knew about the uptime you get with Minster presses. I wanted a press that would run and run without a lot of repairs.

"Another factor was the high resale value of Minster presses," Jerry continued, "and finally, I wanted to present a good

from a nearby industry that was closing.

"The press was a year or two old," Jerry said. "I bought it, paid a lot of money for it, brought it in here, and have literally used that machine day and night for 11 years and never touched a thing on it. We check the press out every year and the specs are still like new. And I can sell that press today for more money than I paid for it, and it's been running 22 hours a day for 11 years... What better testimony can you have than that."

Rockford Toolcraft produces a wide variety of stampings and tooling for the contract market, specializing in heavy progressive die or transfer parts.

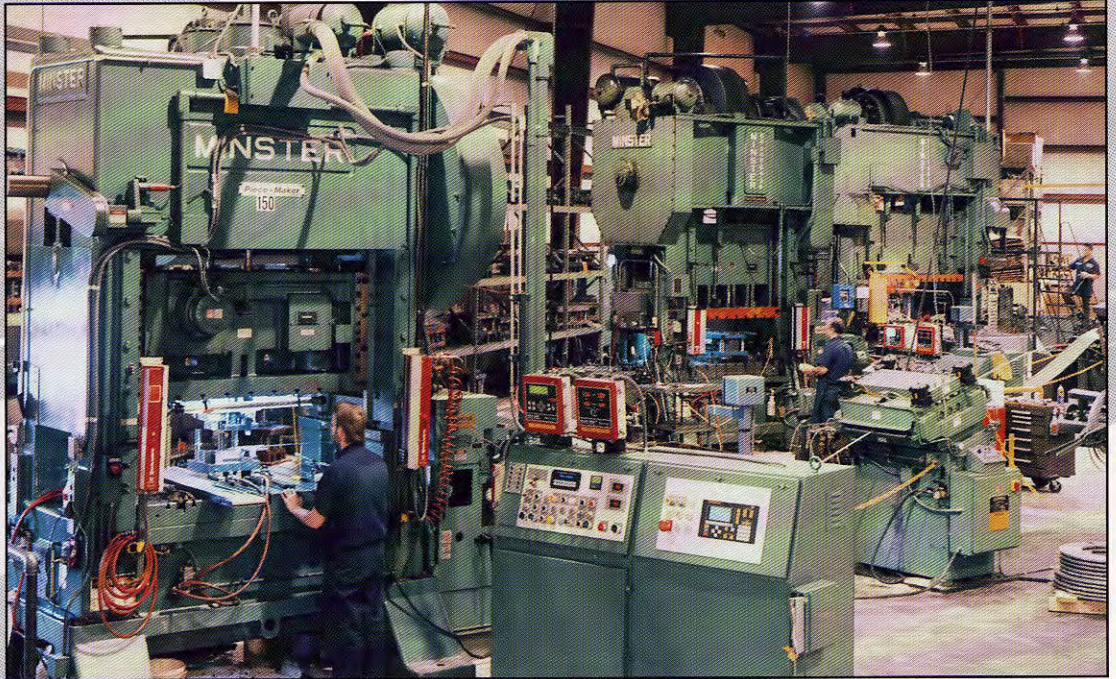
"Our forte has been complicated jobs that others can't run in the medium to high volume areas," Tom Busse said.



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The newest Minster Press at Rockford Toolcraft is a 1000-ton E2 press with a complete line of Minster material handling equipment.

“One of the main reasons we bought the 1000-ton press was because we were awarded a contract to stamp trailer hitches in large volumes,” Jerry said. “This was previously done in eight hand-fed presses for many years. We’re now making the parts in a Minster press with an HMS Transfer and the product has tested stronger, has more wall thickness, better aesthetics... It’s tested better in every way. And the best news of all is that one person now makes the part instead of eight.



A wide variety of Minster presses helps Rockford Toolcraft meet the just-in-time demands of its diverse customer base.

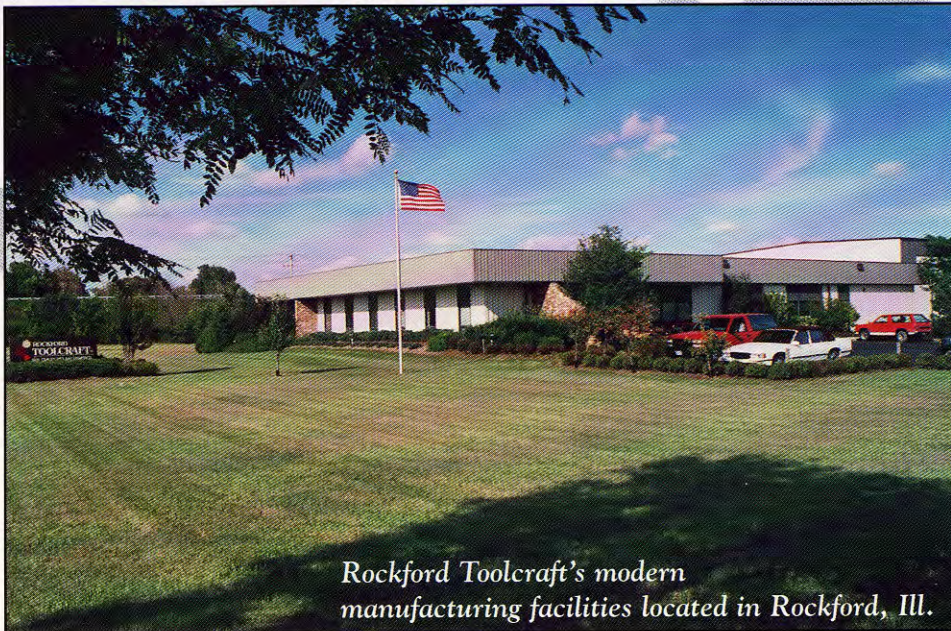
foot bed,” Jerry continued. “It’s just doing a super job... The press is virtually cruising along, making beautiful parts.”

“It’s easy to set up and the operators love it,” he said. “In fact, they want me to put Minster equipment on all the press lines because of how well that one works.”

As with any contract stamper, just-in-time delivery is critical for Rockford Toolcraft, and Tom Busse said the dependability of the Minster presses allows for some peace of mind.

“Minster, because of the strong robust design of the machine, is able to perform day in and day out without breaking down,” he said, “and it gives you a feeling of inner confidence about your company to tell people we will deliver on time and we will have parts when you need them. We know we’re going to have them because that press will be running.”

“It really comes down to this,” Jerry concluded. “The motto on our business cards is, ‘High Quality Dies and Stampings.’ We feel Minster helps us live up to that promise.”



Rockford Toolcraft's modern manufacturing facilities located in Rockford, Ill.

“We’re actually running the 1000-ton faster than anticipated because the press is so solid and does not deflect in any way through the 14-

Jerry added that the Minster material handling equipment has also performed well with the large press.