

Hardly a Diamond in the Rough: Vlier Celebrates its Diamond Jubilee

Rich history a testament to manufacturer's ingenuity, precision, engineering

According to the Bureau of Labor Statistics, nearly half of all new businesses fail after five years. Still, outliers exist, and a prime example is Hopkinton, Massachusetts-based manufacturing company Vlier Products, who this year celebrates its diamond jubilee. To commemorate the milestone, the manufacturer is rolling out a new logo complemented by the new tagline, "75 years of innovation," that will surely carry the company forth for another 75 years and beyond.

Founded in 1943 in Burbank, California, Vlier was, in many ways, born of necessity, initially supporting American efforts in World War II, engineering parts for use in military build-ups of bombers, fighter planes and battleships. After the war ended, however, the company's American ingenuity created what would become its flagship product, the *Vlier Pin* in 1949. Designed to fixture small parts in tight, compact spaces, the pins have perfected many manufacturing lines and products.

"The average person, knowingly or unknowingly, has likely interacted with one of our products," said Thomas Foley, general manager. "Vlier parts can be found in military aircraft, the space station, credit card readers, surgical instruments, rollercoasters and high-speed rail. The application of our products is near limitless."

The company's success can be tied to the precision engineering of each of the more than 3,300 standard parts offered in Vlier's extensive catalog. In addition to meeting demand on-time, and on-budget, Vlier holds ISO:9001 and AS9100 certifications, internationally recognized Quality Management Systems that hold the company to first-rate quality standards and gives assurance to customers of this quality.

"Every item has been designed to provide the best quality and maximum value in productivity and dependable performance," Foley said. "Our customers depend on us, and we don't take this responsibility lightly. As the tagline implies, we're a bunch of engineers who have been spending all our time innovating our products for our customers, and not taking time for ourselves in terms of our look or branding, especially our logo."

As the company moves into its 75th year, management is excited to not only introduce the new logo, they have plans to expand the product catalog and branch out into additional markets. Of Vlier, Foley said, "We're nimble. As technology changes or improves, we follow suit. In fact, we oftentimes must stay ahead of the technology to accommodate its demands. Our logo is just the beginning of new and exciting things to come."

About Vlier Products

Vlier Products, a unit of Hutchinson Aerospace & Industry, has been an industry leader for more than 75 years manufacturing spring-loaded devices, quick-release plungers, leveling devices and mechanical components. Vlier offers more than 3,300 standard parts

in a variety of sizes and materials for aerospace, medical, telecommunications, transportation and more. Every item in their extensive catalog has been engineered to provide the best quality and maximum value in productivity and dependable performance. Working smarter and harder for you, Vlier has the right part for the job. Vlier calls upon a global distribution network, making their products readily available worldwide. For more information, visit vlier.com.