



Why Ron and Julie Meyer Sold Rocket Rack® to Robroy Industries

AND WHY THEY ARE GLAD THEY DID



A ROBROY BUSINESS SUCCESS STORY

ROCKET RACK®

“Deciding to sell Rocket Rack® was a tough decision,” says Ron Meyer, **“but I know we did the proper thing and Robroy Industries was the right company to sell to.”**

To appreciate Ron’s statement, it’s necessary to understand the history of Rocket Rack.



BEFORE THE DECISION TO SELL

“The ROCKET RACK® sanitary support system was born out of both necessity and frustration,” says Ron.

“I was an IBEW electrician working on a particularly difficult installation and needed a better method to securely support the electrical conduit that was suspended overhead. My crew had been fabricating each support rack one at a time on site. That was an inefficient use of time. It was also dirty and dangerous. I knew there was a better way. I had been tinkering around with a new type of support rack—a section of stainless angle with a slot in the center and mounting holes on each end. This new design would allow us to position the conduit much more quickly, safely and precisely. I had a few made and used them on this fast-track job. The installation was finished in record time and resulted in significant cost savings. My wife Julie and I saw this as something to build on.”

And that is how Rocket Rack® began in 2008.

The business, which was originally housed in a farm shed owned by a friend, was operated efficiently by Julie who also began working on the first of five eventual product patents. Ron continued to work full time as an electrician, but as orders began pouring in, Ron and Julie realized they needed to focus full time on Rocket Rack.

The business became very successful and grew to become a leading choice for food-grade and beverage manufacturing facilities, pharmaceutical and cosmetics plants, plus diverse other operations seeking more sanitary ways of installing process pipe and conduit.

THE BEGINNINGS OF THE DECISION TO SELL

Why did Ron and Julie Meyer come to a decision to sell their thriving company?

“A lot of reasons came into play,” explains Ron. “Julie and I were dedicated to growing Rocket Rack as a brand but we realized that we couldn’t have done it by ourselves.”

Julie Meyer adds: “To grow beyond where we were something big would need to be done. We would need to expand our facility. We would need to hire many more people. We were at the point in our lives where the time to sell seemed right. We were both closer to retirement age than we were to the age of being able to run a company that was past its start-up stage and needed to keep growing. It was really a matter of timing and, most importantly, who we were willing to sell to.”

Both Ron and Julie were familiar with Robroy Industries.

WHY ROBROY INDUSTRIES?

"After working in the industry as an electrician for a very long time," says Ron, "I knew Robroy Industries was a very good company with the best quality electrical products.

They have a long-standing reputation as a leader in the PVC-coated conduit and enclosures markets. Of direct importance to us, Robroy launched a full line of stainless steel conduit and was using Rocket Rack as a support system for their systems. That was a huge factor. We began to gradually think that maybe there was a match."

"It turned out to be a perfect match at just the right time," agrees Julie. "It has been a great fit. It was like it was meant to be."

How exactly did this perfect match at just the right time come to be?

Julie Meyer explains:

"Steve Voelzke, president of Robroy Raceways, reached out to us through LinkedIn, of all things. We had a phone conversation, and one thing led to another, that was late August, 2018, and things proceeded very rapidly. Robroy flew us to their manufacturing location in Texas and we couldn't have asked for better people or better communications. We actually began by discussing private labeling but soon decided that an acquisition was best for all. Then, of course, the vetting process began. That can be a daunting task with a huge checklist, but we worked directly and very easily with Robroy's CFO, Vijay Kumar Tahiliani. Sometimes I would have to call Vijay many times a day and we was always as nice and helpful as he could be. He made a potentially painful process as painless as it could be. I was so happy with the responsiveness. Vijay did not delegate to others – he answered emails and phone calls promptly and was Johnny-On-The-Spot at all hours of the day and evening to answer my questions."

Ron agrees:

"We were very happy with the communications and the way we were treated. We were very small company and we couldn't provide some of the things Robroy was asking for because those things just didn't exist. They were very understanding about that as well. All of that was important to us because about a year prior, we actually had entered into negotiations to sell our company to a large multinational company that made a lot of promises that eventually turned out to be fraudulent. In hindsight I think that happened for a reason. We are so much happier that the earlier deal didn't go through and that Robroy came along when they did."



THE IMPORTANCE OF FINANCIAL STABILITY AND EXCELLENT FISCAL MANAGEMENT

What other issues sold the sellers on Robroy Industries?

"Robroy Industries is a financially sound company, says Ron. "They've been around for more than 115 years. That says a lot right there. Being in the electrical business I knew that every electrician calls PVC-coated conduit: "Robroy." It's like everyone calls tissue paper "Kleenex." Robroy is that well known. They've stayed on top as that brand name and it's a huge thing."

THE IMPORTANCE OF A HEALTHY, BALANCED CULTURE

"Robroy has a strong corporate culture," adds Julie. "It is a very solid company. For two years from the time of the end of the acquisition Ron was employed by Robroy and was impressed by the way management interacted with all employees. Everybody seems to be an integral part of the company. Everybody takes ownership in their work and knows their products inside-and-out. Everybody is very, very committed."

THE RESULTS OF RON AND JULIE'S DECISION TO SELL TO ROBROY

Today, Ron and Julie Meyer are enjoying Ron's retirement and have recently celebrated their 25th wedding anniversary. They enjoy their home and property in Missouri and spend time gardening, taking care of family, and being involved with their daughter who is about to start graduate college.

Are Ron and Julie Meyer satisfied with their decision to sell Rocket Rack to Robroy Industries?

Ron:

"Robroy gave us exactly what they promised. At times they went above and beyond what they said they would do. I can't speak highly enough about that. I've never sold a business before, so I have nothing to compare it to – but the process was as painless as possible, and I really feel, still today, that we made the right decision when we sold to Robroy.

Julie:

"I don't have any regrets. I don't have a minute's worry or rumination. We did the right thing."

Robroy Industries is "Leading the Way" on growing businesses from today's ceiling to tomorrow's potential while preserving their legacy. To discover more on how your business can be a part of Robroy's growth initiative, visit <http://robroy.com/growth-initiative>

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