



Remco creating space with new tech center

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Roller Equipment Manufacturing Co. is building a technical center at its Grandview, Mo., site to give itself more manufacturing and research and development space.

The roller industry equipment specialist also unveiled a revamped Web site earlier this year to enhance its ability to sell its machinery.

Remco has been crowding its manufacturing and demonstration/testing operations into the same 22,000-sq.-ft. building for years, said Dean Armstrong, the company's president and founder. The demo area, in particular, was so small the firm couldn't show off all its products to customers.

Construction of the new building began in December and should be done by July, and it will span 15,000 square feet and allow Remco to completely separate equipment production from R&D and technical operations. The air-conditioned Roller Technical Center will have a dedicated demonstration area with roll building machinery and auxiliary equipment and a lab for basic testing of polymers and their properties, Armstrong said.

He talked about the project while attending the Rubber Roller Group's annual meeting, held May 8-10 in Orlando, Fla.

Another benefit of the new technical center is the room it gives the company to expand as needed, Armstrong said. About half of the building isn't yet earmarked for anything, but warehouse space and a mill/mixing area are possibilities.

The existing plant area will be partially cleared out to allow Remco to expand its manufacturing operations as much as necessary, he said. The company, which employs less than 20, likely will add two or three people as a result of the expansion.

Remco also is banking on an improved Web site to help it increase sales. The new site, www.rollerequipment.com, has been up and running since the beginning of the year and includes company background, product information, industry news and the firm's newsletter.

It also will include a video presentation demonstrating how some of Remco's machines work, for those who can't see them in person, Armstrong said. He plans on adding more machines to the presentation as the site is expanded and more features in the future.

``The response thus far to the site has been good, and we should continue to get good readership online," he said. ``We think this is another effective way to sell our machines."

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