



***martin***





# **ENTREPRENEURIAL LEADERSHIP OF AN AMERICAN FAMILY BUSINESS**

The Story of the Peterson Family and Martin Engineering

**Martin Engineering**

One Martin Place  
Neponset, Illinois 61345  
[www.martin-eng.com](http://www.martin-eng.com)

**MARTIN – ENTREPRENEURIAL LEADERSHIP  
OF AN AMERICAN FAMILY BUSINESS**

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## DEDICATION

This book is dedicated to every Martin Engineering employee throughout the past 70 years for their teamwork and commitment to our company's success. With the support of their families, their hard work and dedication have led the company to its position as a respected leader in the bulk-materials-handling industry. The successes achieved by Martin employees and the Peterson family provide a firm foundation upon which the company will continue to build far into the future.



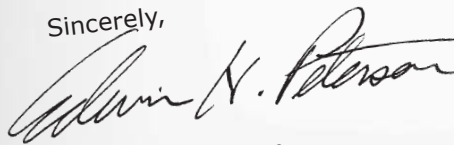

**It is an honor and a pleasure for us to present Martin – Entrepreneurial Leadership of an American Family Business.** Working in his basement workshop in 1944, Edwin F. Peterson invented an answer to problems in bulk-materials handling: the VIBROLATOR® ball-type industrial vibrator. Known as “the world’s quietest vibrator,” his invention provided the foundation for the success of Martin Engineering.

Following Edwin F. Peterson’s entrepreneurial spirit, Martin remains steadfastly innovative in solving problems in bulk-materials handling. Intrinsic to Martin’s values is our quest to make the industrial materials-handling environment cleaner, safer and more productive. For over 70 years, we have worked to improve our global environment by controlling dust and spillage in bulk-materials handling, “going green” long before it became popular. The control of dust and spillage is not only a science but also an art; Martin has mastered both.

The path that Martin took – through innovation, diligence, perseverance and good old hard work – has allowed Martin to continue to grow and become an international success story. We now own and operate business units with over 900 dedicated employees around the world.

As we look to the future of Martin Engineering, we are confident that what has been established will continue to grow and flourish, adapting quickly to our ever-changing world. We have endeavored to build an inclusive environment and a family atmosphere into our company culture which fills us with great pride and a sense of accomplishment. Thank you to all who helped to make it possible. This is **YOUR** story.

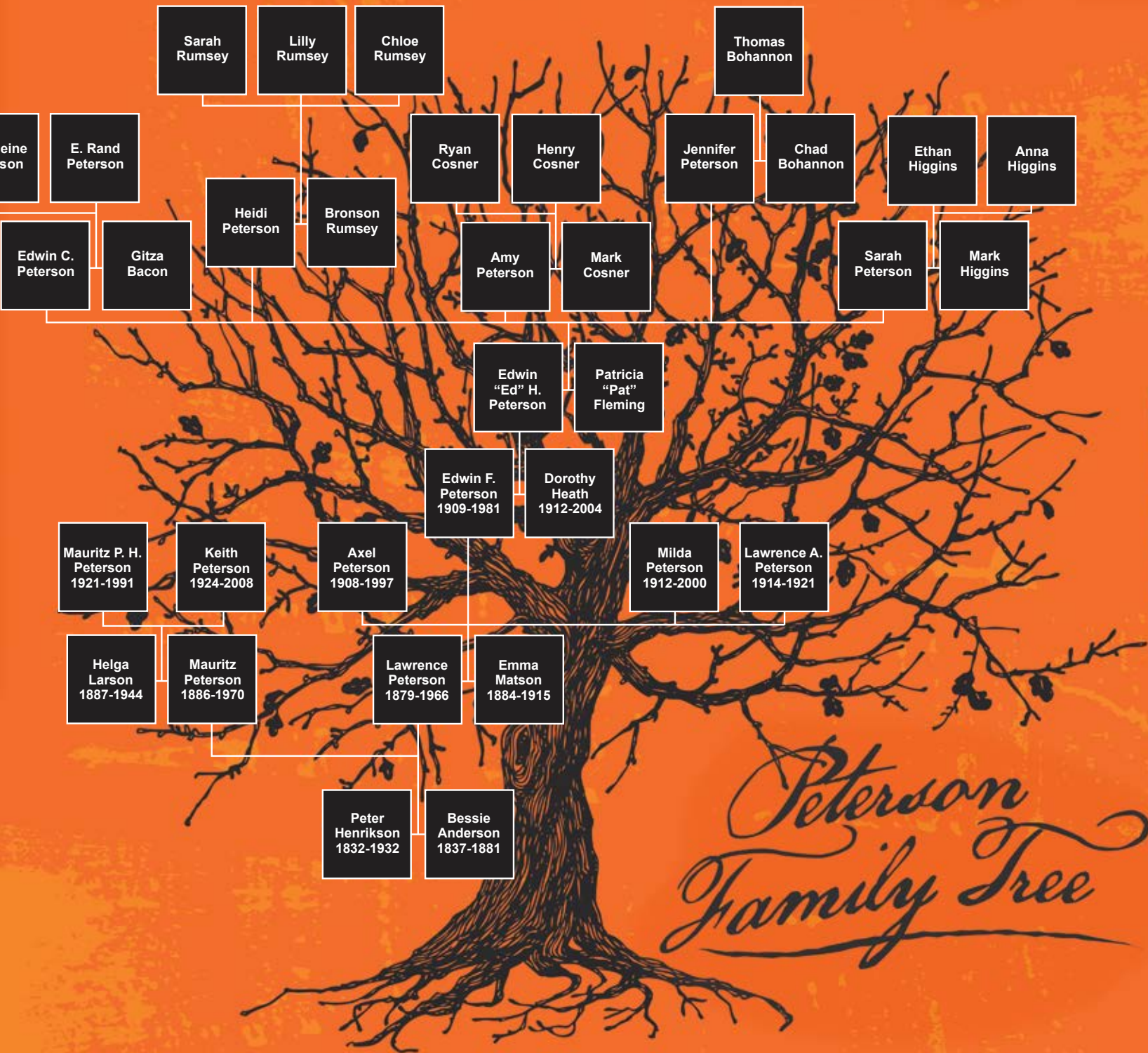
Sincerely,

Edwin H. Peterson

Patricia L. Peterson









## THE STORY BEGINS IN SWEDEN

Company founder Edwin F. Peterson's father, Lawrence Peterson, grew up during the 1880s on the family farm in southern Sweden where he learned the trade of patternmaking. Lawrence's math skills and creativity were well-suited for the trade, which required both precision and an artistic eye for detail.

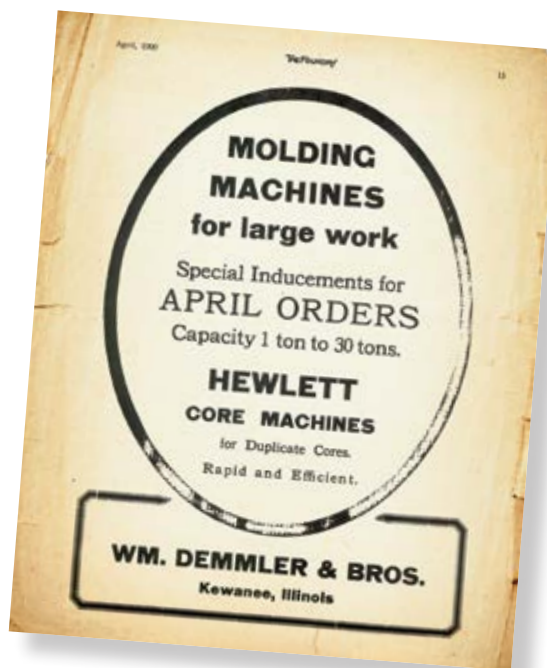
As they came of age, Lawrence and his younger brother, Mauritz, were attracted by news of high-paying jobs in America. The brothers left their homeland in 1900 and headed to New York City. They found work as laborers building

railroads in the Midwest, which eventually brought them to western Illinois. The large populations of Swedish immigrants in the Bishop Hill area made them feel at home.



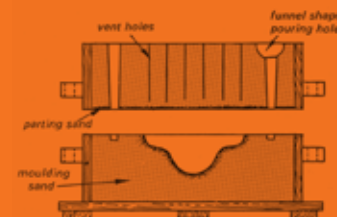
After settling in Kewanee, Illinois, Lawrence met Emma Matson, another young Swedish immigrant. They married and had four children: Axel, Edwin F., Milda and Lawrence A.

Lawrence found work as a patternmaker at Peters Pump Company in Kewanee. By 1907, he was working for the Western Tube Co. (later called the National Tube Co.). He then joined Kewanee-based Wm. Demmler & Bros., which manufactured core-blowing machines and related foundry equipment. Demmler also had its own foundry for pouring molds for products such as automotive and electrical castings, valves and fittings.



## PATTERNMAKING

is a skilled trade learned through apprenticeship and trade school and involves creating forms from wood or metal for casting various components and products. A patternmaker, or foundry engineer, usually possesses woodworking skills, understands geometric concepts and can visualize how shapes fit together in three dimensions. To make a pattern, the patternmaker traces it out on wood stock then cuts and shapes the parts, which are pieced together to form a replica of the object to be cast. This three-dimensional pattern is usually set into a mold made of tightly packed sand. When the pattern is removed from the mold, the hollow cavity that remains is the exact shape of the object to be cast. Molten material is poured into the mold to make a reproduction of the object. When the object has solidified, it is shaken, tapped or broken out of the sand mold with hammers and mallets.



**REFLECTIONS**

People who knew Edwin recall the little details that give a glimpse into the habits of the inventor. When he was in a thinking mood, he sat quietly in his office, with arms folded and head tilted back in his green leather chair. His office was sparsely decorated and orderly, with papers neatly stacked on his large, executive desk – where a bowl of butterscotch candy sat, something his grandchildren fondly remember from visits to his office.



To capitalize on the increasing demand for product patterns from other manufacturers and to supplement his income, Lawrence set up his own pattern workshop in the basement of his family home at 1325 Pine St. in Kewanee and called it the Peterson Pattern Shop. Times were tough for Lawrence, as his wife, Emma, had recently died, leaving him to not only provide for his family, but also raise their small children alone.

Lawrence also turned to beekeeping for additional income, selling the honey he



produced to local stores. He had learned about keeping bees as a child in Sweden, helping in his father's apiary, and enjoyed it as a relaxing hobby his whole life.

**THE BEGINNING OF A FAMILY BUSINESS**

Edwin Franklin Peterson was born on December 14, 1909, in Kewanee, the second child of Lawrence and Emma. As he grew up, he spent many hours watching his father make patterns in his basement workshop. In high school, he took classes



LAWRENCE WITH HIS BEES

in drafting and patternmaking and perfected his skills. After graduating from Kewanee High School in 1927, he began working full time in his father's pattern shop. The Peterson Pattern Shop enjoyed a steady business providing patterns to a number of foundries in the area. With just a simple straight edge and ruler, Edwin and his father crafted precise patterns by hand that today's patternmakers must rely on computer-aided drafting programs to create.

### TIMES OF CHANGE

In 1933, Lawrence injured his hand in an accident and decided to retire. Edwin stepped into his father's position as a patternmaker at Demmler. Two years later, in 1935, Edwin married Dorothy M. Heath. Their only child, son Edwin Heath Peterson, was born later that same year. Edwin was kept busy providing for his young family, tending the Peterson beehives in the evenings and tinkering in his basement workshop until late at night.





### BEEKEEPING FOR “HONEY MONEY”

Beekeeping had provided a relaxing hobby and additional income for the Peterson family since Lawrence established his first hives in his back yard in Kewanee in 1914. It became a hobby for his son, Edwin, too, and the income it provided proved crucial in getting Martin Engineering off the ground.

The Petersons managed about 500 bee colonies for many years. Besides the hives in their back yard, they had colonies spread throughout Kewanee and Neponset, Illinois. To add variety and create the best honey flavor, several hives were located in nearby clover and alfalfa fields, where the farmers counted on the honeybees to pollinate their apple and pear trees.

During World War II, L. Peterson and Son Fine Honey was in great demand as a popular sweetener, partly because sugar was a heavily rationed commodity. The Petersons harvested honey from hives in a 20-mile radius around their home, eventually producing 20,000 to 30,000 pounds of honey annually. This high yield was due in part to Edwin’s patented invention of a specialized centrifuge and filter, which processed the honey more efficiently. After collecting the honey in jars, they sold it to area stores, making deliveries from the back of an old pickup truck. Young Ed learned early sales and marketing lessons by helping his

grandfather and father sell their honey to local merchants. With the money earned through honey sales, Edwin was able to hire lawyers to help obtain patents for his early inventions. He and his wife, Dorothy, fondly called the beekeeping profits “honey money.”

As an experienced beekeeper, Edwin was completely comfortable around bees. He understood how to avoid being stung and did not mind getting stung. Edwin capitalized on that comfort level to market their honey to fair-goers at the Illinois State Fair. He would paint honey on his face and let the bees completely cover it, creating a thick, live honeybee beard. This memorable stunt helped the Petersons sell a lot of honey – and earned him the nickname “Honey Peterson.”

L. Peterson and Son Fine Honey won First and Second Place ribbons at the fair for many years and earned Sweepstakes Purple several times. Their honey became so well known that the Governor of Illinois always made a point of stopping by the Peterson family’s fair booth every year to order 50 pounds of the delectable sweetener.

Edwin also served as Director, Secretary and President of the Illinois Beekeepers’ Association and as Chairman of the Beekeepers’ Commission of Illinois. Under his leadership, a new constitution was drafted and adopted by the organization.





LAWRENCE



ILLINOIS STATE FAIR  
August 8-17, 1947  
EXHIBITORS PERMIT  
Not Good for Vehicle

PRICE	\$1.25
FED. TAX	.25
TOTAL	\$1.50

No. 453

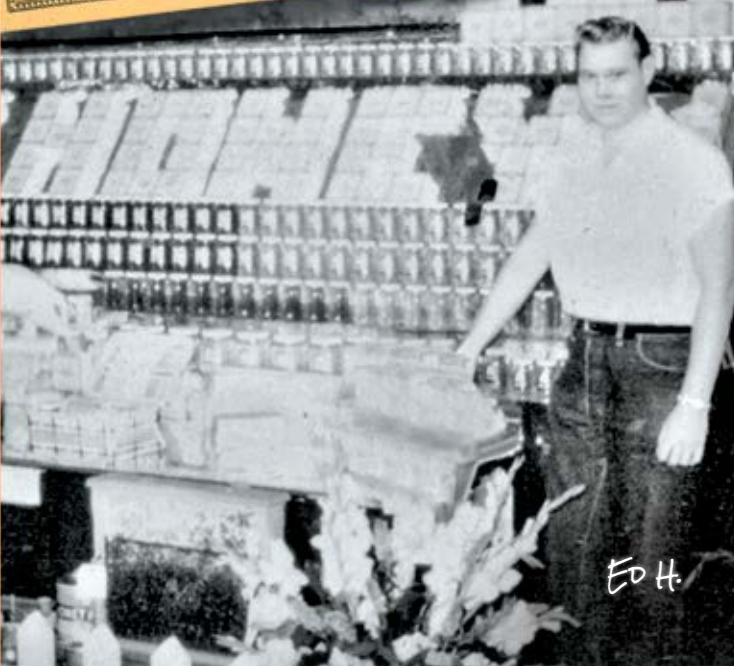


ILLINOIS STATE FAIR  
SPRINGFIELD, ILLINOIS 1943

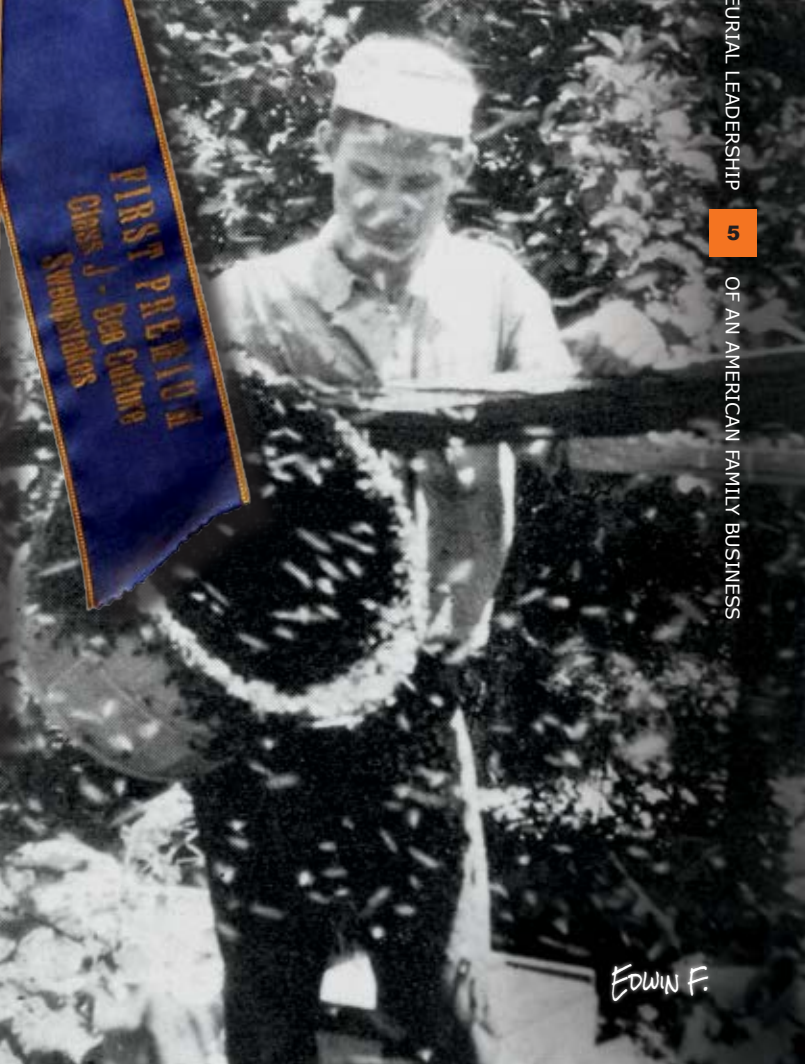
FIRST PRIZE  
Class J - Best Culture  
Sweetpeas



LAWRENCE



Ed H.



Edwin F.

At the Demmler foundry, Edwin had noticed workers pounding the automatic core machines with hammers to loosen the sand and release products from the molds. This not only damaged the machines, it was inefficient, noisy and unsafe. He became absorbed with theorizing solutions to this problem and was often known to say, “I know there’s a better way to build a mousetrap.”

His analysis led him to devise an invention that would harness the natural element of vibration to keep sand flowing and release the products more efficiently and safely. He envisioned a machine that would be brilliantly simple – and revolutionary – like the wheel. In 1944, Edwin created a simple, round device that consisted of a single ball propelled by compressed air moving in a circular path inside two enclosed steel raceways. The amount of air pressure determined the level of rotary vibration. Edwin believed his invention would be more attractive to industries if it was simple in

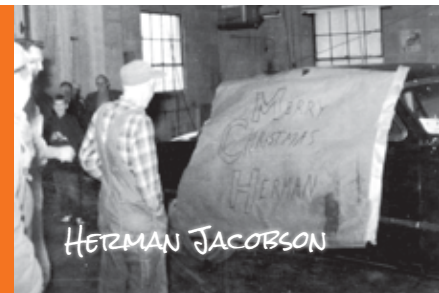


design and easy to use, so he made it small enough to be carried in one hand and able to be placed on any surface that needed to be shaken evenly and steadily.

Edwin resigned from Demmler to devote himself full time to the development of his invention, using his beekeeping “honey

### A CULTURE OF CARING

Edwin and Dorothy encouraged a family feeling at Martin, creating a tight bond among employees with a caring culture and acts of generosity. They hosted picnics and dinners at their home and gave gifts of turkey and fruitcake at the holidays. Dorothy often took home-cooked meals to employees who were ill or facing other hardships. When an employee’s car broke down one winter and he could not afford to buy another, Edwin made the largest contribution to a fund started by his co-workers, who purchased a new car for him, presenting it to him at Christmas.





money,” as he and Dorothy called it, to help pay for a patent application. In 1949, he was granted U.S. and international patents for the Peterson VIBROLATOR®. He obtained a loan from an area bank to start up the company in a building on Rose Street in Kewanee. With the help of



investors including Charles H. Waller and his friend, W.E. “Jim” Martin, of Martin Machine Company, he began manufacturing and marketing the Peterson VIBROLATOR®. His first two employees were Carl Matson and Eddie Szafranko, who had worked with him at Demmler. The company’s initial focus was on serving industries that required vibrators and other complementary equipment to move, compact, sift or segregate bulk materials.

Edwin’s wife, Dorothy, who had attended business college in Peoria, served as the company bookkeeper and Edwin’s secretary. They marketed the Peterson

Outside of the company culture, Edwin and Dorothy gave back to the community in big and small ways. Edwin became active in city government and coordinated a clothing drive for displaced Europeans after World War II. When Dorothy heard of a young woman bound for the Peace Corps, she gave her a new camera to record her experiences.



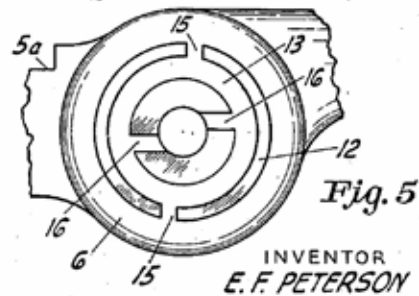
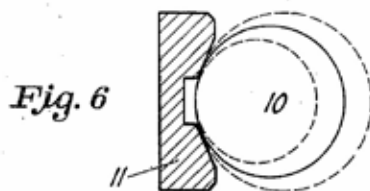
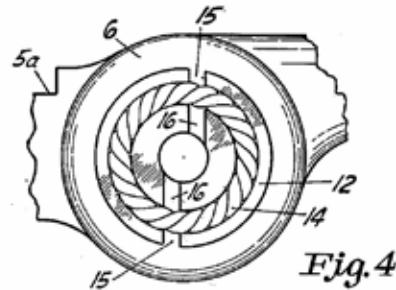
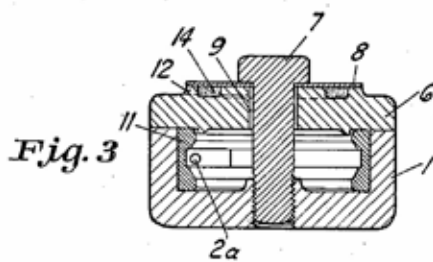
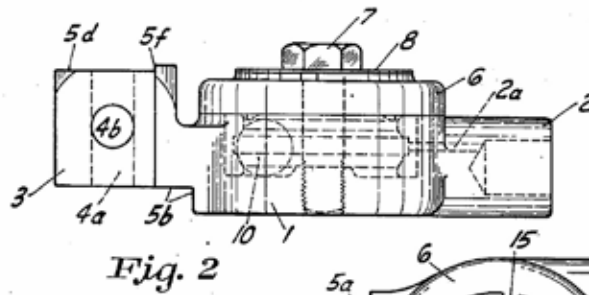
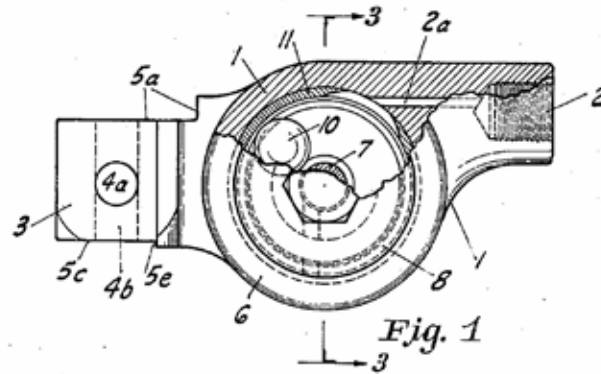




Aug. 30, 1949.

E. F. PETERSON  
MACHINE VIBRATOR  
Filed June 26, 1946

2,480,603



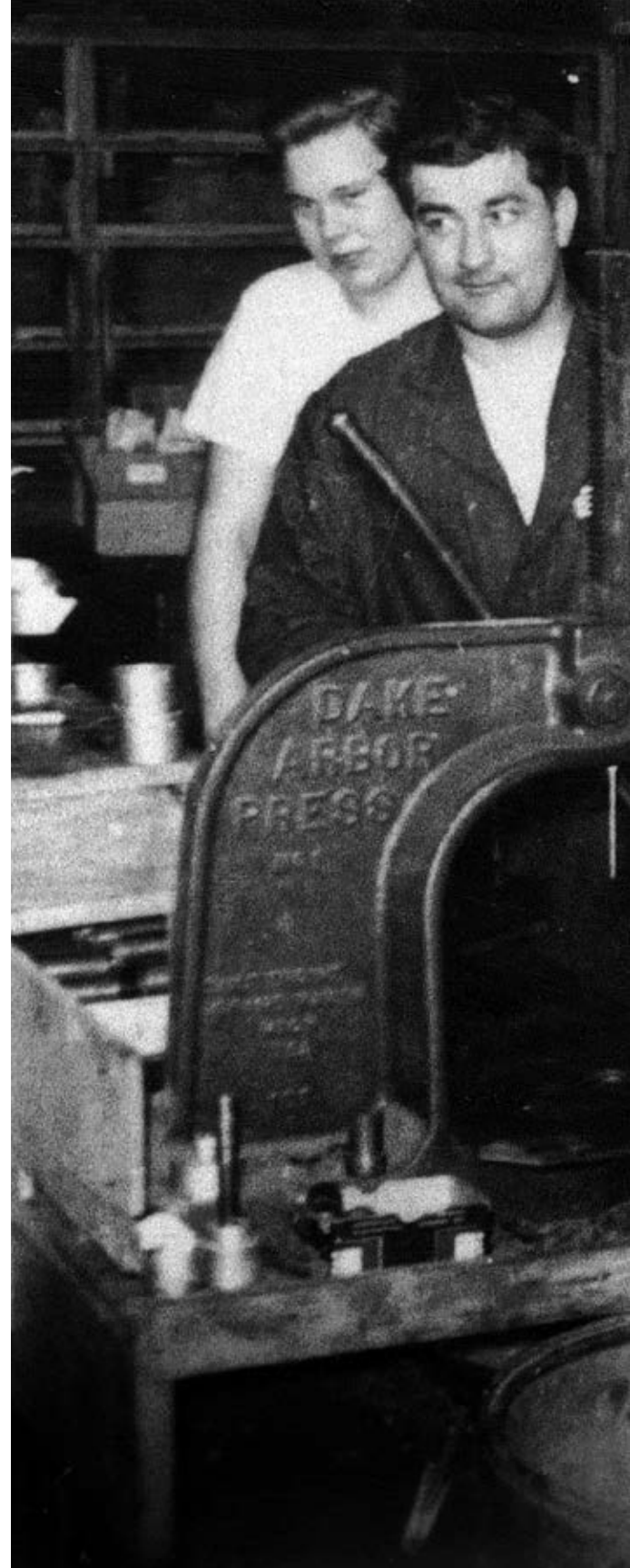
INVENTOR  
E. F. PETERSON

BY  
Merrill M. Blackburn  
ATTORNEY

VIBROLATOR® at national and international trade shows together and made plans to eventually establish a global sales network. As Edwin networked at trade shows, he noticed that his friend Jim Martin's company, Martin Machine Company, had better name recognition than Peterson. So, with Jim's blessing, he borrowed his last name and added "Engineering" to represent quality and precision; Martin Engineering was born.

### **THE SECOND GENERATION ENTERS THE FAMILY BUSINESS**

In 1948, when he was in the eighth grade, Edwin and Dorothy's only child, Edwin H. Peterson, known to most as Ed, began working part time at the family business after school. He started out, quite literally, on the ground floor, sweeping up at the company's headquarters. As he worked, he watched and listened – and thought. Ed shared his father's powers of observation, along with his creative, inquisitive mind. Both father and son were constantly thinking about how to solve problems and improve how things were done.





EARLY MARTIN EMPLOYEES. L TO R: ED H., EDDIE SZAFRANKO, CHARLIE GRAY, CARL MATSON, LAWRENCE VAN WASSENHOF, BOB YOUNGTREN, EDWIN F.

PHONE 3321

PHONE 3311

*Martin Engineering Company*

"VIBROLATOR"  
VIBRATION INDUCERS  
"WORLD'S QUIETEST VIBRATOR"

NEPONSET,

ILLINOIS

When card holder is worn out please print your name on back of this card and return for a replacement.

*If you want to...*

shake it up



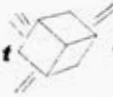
push it down



squeeze it



jolt it



or send it on

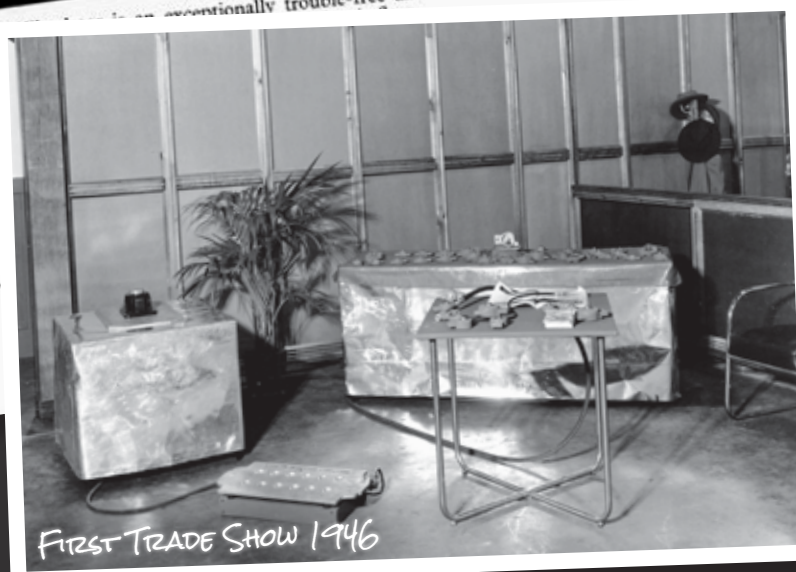
its way



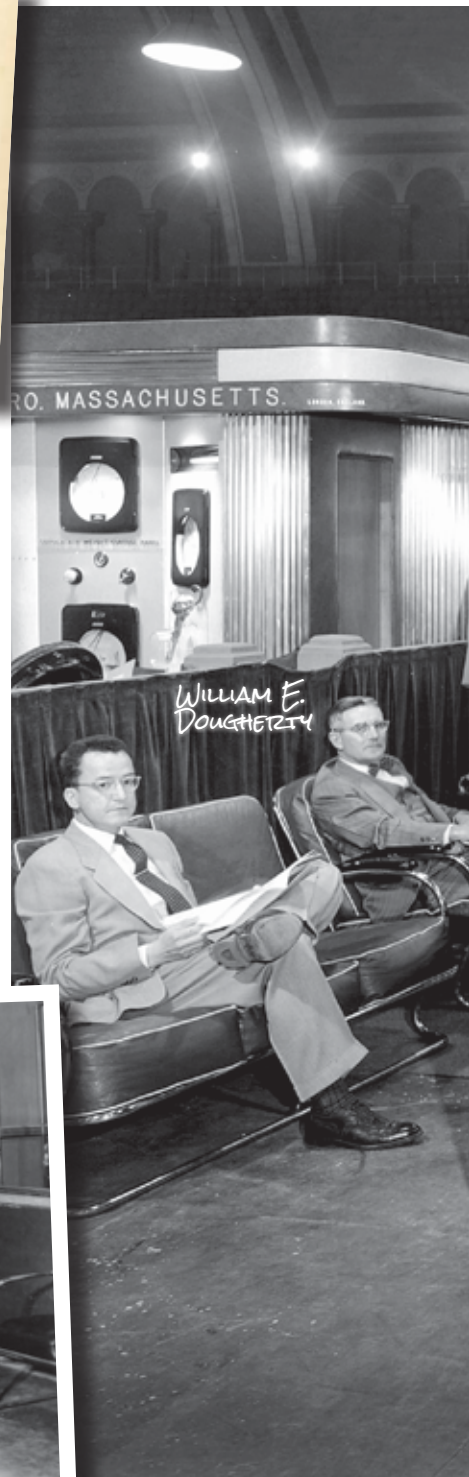
**VIBROLATOR**

\* Vibrolator compacted sand moulds produce better castings.

Th  
dr  
th



FIRST TRADE SHOW 1946





TRADE SHOW 1950



FIRST IN CORE BOX PROTECTION

**M**MARTIN

WORLD'S QUIETEST VIBRATOR

MARTIN ENGINEERING COMPANY

EDDIE SZAFRANKO

ED H.

EDWIN F.

DOROTHY PETERSON

CARL MATSON

ADELE LINDQUIST

**VIBRATOR FOR CASTINGS—  
Speeds and Eases Draws**

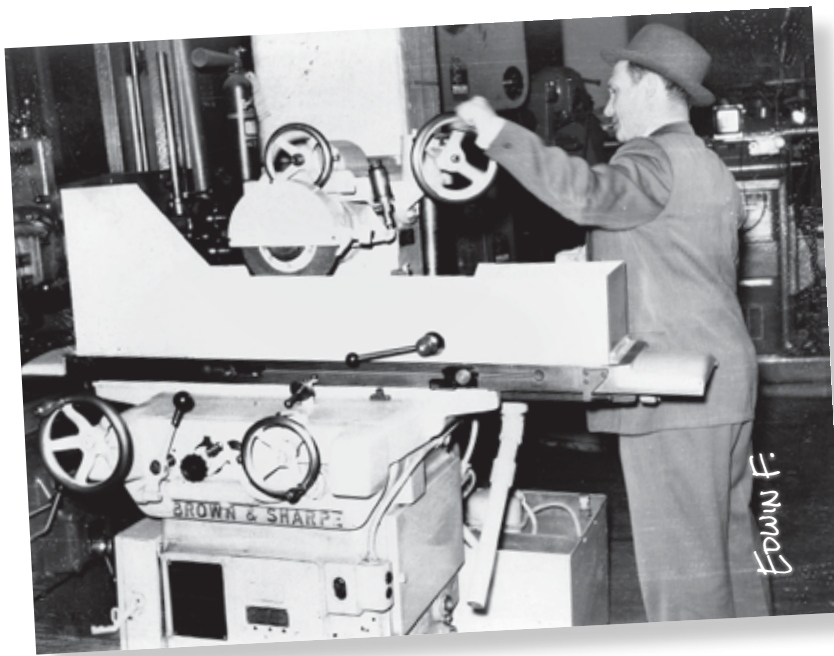
The Peterson "Vibrolator" is a device designed to duplicate mechanically the technique of the skilled molder who raps a cast pattern in all directions to free it from the sand mold. It is designed for powerful, yet quiet operation, and incorporates into its construction a principle new to vibrators. Instead of the complicated, close fitting parts normally used, the mechanism consists of a steel ball which is air propelled around a hardened and ground two-rail steel track. This design produces a powerful, all directional force instead of the usual two-way force obtained from pneumatic units.



The unit provides quick springless starting, adjustable speed and power, elimination of lubrication, and lightness of weight. These features, of course, result in the elimination of faulty starting, savings in time and expense, reduced air consumption, and less operator fatigue. Manufactured by **MARTIN ENGINEERING CO., Dept. MWE, 205 E. 3rd St., Kewanee, Ill.**

1348

FOUNDRY SHOW - ATLANTIC CITY - 1952



In 1951, when Ed was still in high school, he began taking on a larger role in the business, attending trade shows with his father. These early experiences reinforced Ed's interest in sales and marketing, and he began to formulate ideas for differentiating Martin from its competitors.

### **ALWAYS INVENTING**

In the 1950s, Edwin F. introduced the VIBROLLER™, the first pneumatic roller vibrator. The VIBROLLER™ provided high-frequency force for removing air bubbles from compacted precast and prestressed concrete – especially beneficial to the construction industry that was booming with post-war building projects. That same

year, he also invented the SAND ARRESTER™ Rubber Tipped Blow Tube, the cornerstone of another new product line, Corebox Protection Devices. The sand-arrester design lasted longer than steel tubes and saved foundries time and money.

Until the company could afford to field a sales force for its expanding product line, Edwin knew that adding distributors could help increase profits and spur growth. He wanted to expand Martin's customer base beyond the Midwest, so he kept his eyes open for likely distributor candidates as he networked at trade shows. In 1949, Edwin met William E. (Bill) Dougherty, founder of Airmatic Tool Company, based in Philadelphia, Pennsylvania. Edwin was impressed with the operation and thought they would be a good match, so he offered him Martin's first distributorship – a partnership which still exists today.

### **AN EXPANSIVE VISION**

Airmatic's success selling Martin products in the New England area led to increasing sales for the young company in the early

EASTERN DISTRIBUTOR  
**AIRMATIC TOOL COMPANY**  
PHILADELPHIA, PENNA.



**MARTIN ENGINEERING COMPANY**

**VIBROLATOR**  
PISTON & TURBINE  
World's Quietest Vibrator



EDWIN F.

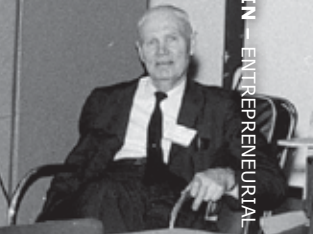


BILL DOUGHERTY



WILLIAM F. DOUGHERTY

MAURITZ  
PETERSON



DEPEND  
LONG LA  
MAINTEN  
FRE

A  
ROLLING  
BALL -  
THATS ALL!

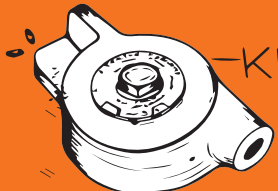
FOR  
VIBRATION  
WITHOUT  
NOISE-

FOUNDRY SHOW - PHILADELPHIA - MAY 9-13, 1960

MARTIN - ENTREPRENEURIAL LEADERSHIP  
13  
OF AN AMERICAN FAMILY BUSINESS

**VIBROLATOR**<sup>®</sup>  
WORLD'S QUIETEST VIBRATOR

**VIBRATOR**



—KEEPS  
MATERIALS  
MOVING—



**VIBROLATOR**<sup>®</sup> LOGOS THROUGH THE YEARS

“We were sorry to learn of your trouble, however...we have found that in every case the trouble has been caused by too much vibration, rather than not enough.”

— Martin Engineering

## UNWAVERING COMMITMENT TO AN IDEA

Edwin F. Peterson’s unshakable belief in his invention is evident in how the fledgling company dealt with the feedback it received from early field testing of the first VIBROLATOR®. In spite of a few early design flaws, Peterson and his company never gave up – they believed in continuous improvement from the very beginning. Martin Engineering’s archival letters demonstrate the company’s openness to constructive criticism and willingness to work with others to achieve their common goals of the highest quality product possible. This respectful and courteous treatment of its very first customers is reflected today in the company’s culture of integrity and commitment to providing the very best customer service in the industry.

The company sent out its first Model A VIBROLATOR® in 1945 to a variety of distributors and foundries all over the country, including manufacturers of valves, malleable and steel castings, parts for stoves and ranges, radiators, optical instruments, and steam engine and boiler works, among others. Responses from field testing revealed initial skepticism and resistance to the revolutionary new product. Foundry

workers questioned its power to do the job, because the VIBROLATOR® was so quiet compared to traditional pneumatic piston-driven types. The workers attributed broken sand or damaged molds to the multidirectional vibration of the VIBROLATOR®, when it was generally that they had underestimated the power of the unique vibrator and were using too large a size for their equipment. Customers complained that the races wore too quickly, the air valve placement allowed oil and dirt buildup, and that the vibrators started too slowly.

Martin offered to test and clean the products, repair or replace them if necessary, and return them at no charge. While the company responded to various customer complaints, it worked on redesigning the VIBROLATOR® to address these flaws. Martin also refined its manufacturing, production and distribution process, and by January 1946, it was ready to introduce the new and improved Model B VIBROLATOR®. The company offered five different sizes, along with a sizing guide to better match the customer’s equipment with the correct VIBROLATOR®. Edwin F. Peterson’s hard work, determination and perseverance had paid off – the Model B was well-received and became the first of the company’s many successes.

THE  
UTICA STEAM ENGINE & BOILER WORKS

DESIGNERS FOUNDERS AND MACHINISTS



HARRY E. DONALD, PRES. 1934-38.  
L. W. DONALD, VICE PRES.

E. M. GOSLER, SECT.

# INTERSTATE SUPPLY & EQUIPMENT CO.

FOUNDRY FACINGS · SUPPLIES · EQUIPMENT

MILWAUKEE 4, WIS.  
July 7, 1946.

REPRESENTING  
THE FEDERAL FOUNDRY SUPPLY CO.  
THE IRONTON PIPE BRICK CO.  
THE CLEVELAND FLUX CO.  
THE BEARDSLEY & PAPER CO.  
JAYTON MILLING CO.  
ATHENS CO.  
STEELCAST ARRANGES CO.  
NEW HAVEN VIBRATOR CO.  
MARTIN ENGINEERING CO.  
MICHIGAN QUARTZ SILICA CO.  
ALSO OTHERS IN EQUIPMENT & SUPPLY LINES

OFFICE, 647 W. VIRGINIA STREET  
MEMPHIS, 708 W. VIRGINIA STREET  
TELEPHONE MARQUETTE 3840

Martin Engineering Co.  
Kewanee, Illinois

Gentlemen:

We are returning to you one 5/8" Peterson Vibrolator which was shipped on our order #3138, dated June 15th, to the U. S. Foundry Corp., 1548 S. 1st St., Milwaukee, Wis.

This vibrolator is being returned as the customer advises us that they attached it to a 12 x 16 plate and did not get sufficient vibration from it to properly free the plate from the sand. Inasmuch as we are not familiar with this equipment, as it is new with us, we are returning it to you with the thought that possibly it might be defective.

We also note when comparing this vibrolator with the cut on your circular that evidently you have made some changes, as the air inlet on this vibrolator enters in an off center position, whereas on the circular it shows the air inlet as being centered.

We have had a very good acceptance of this item and trust that you will be able to advise us regarding the vibrolator we are returning so that we may inform our customer. Awaiting your early response, we remain

Yours very truly,

INTERSTATE SUPPLY & EQUIPMENT CO.

E. J. Baji

FEDERAL GREEN BOND  
CROWN HILL SEACOAL FACING

ALL AGREEMENTS CONTAINED UPON ORDERS, ACCOUNTS, OR OTHER PAPERS BEYOND OUR CONTROL. PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

"Vibrolators are like any new product in that it will take some time to establish them as a fact." - Martin Engineering

"I believe that with a little more acquaintance with the use of the Vibrolator, including actual demonstrations, I can succeed in convincing them that it is not only the equal of any Vibrator made but actually superior to all."  
- early distributor

7 - 29 - 46

Interstate Supply & Equip. Co.  
Milwaukee 4, Wis.

Gentlemen:

In regard to your question of the failure of the 5/8" Vibrolator to change a 12 x 16 plate for U. S. Foundry Corp.--There may be several factors that enter into their arrival at this conclusion. Not having seen the ram and draw or the plate; I can only theorize as follows: 1-The plate may have exceptionally deep patterns, which would set up resistance to motion that would require the next larger size. 2-The Vibrolator may not have been fastened tightly to the plate, losing some motion at the point of attachment. 3-The flow of air through the knee valve and supply hose may have been inadequate, or a bit obstructed the inlet port--the stoppage becoming dislodged in shipment back to Kewanee. This unit tested O.K. upon arrival here.

Your experience at Highway Trailer is disappointing to say the least and we are anxious to rectify the condition mentioned in your letter. May we ask you to please use the stamps and shipping labels enclosed to ship the 5/8" and 3/4" Vibrolators back from Highway Trailer so that we may examine them at first hand. We shall be pleased to re-ports (now standard on all) at no charge of course and for your trouble we shall consider these two items your sale and mail you our check to cover the 30% resale discount.

The off-center position of the inlet port was adopted to aid in production, lending itself far better to grilling operations in that position. No change in characteristics were caused by this improvement.

We thank you for your orders and assure you that we are doing everything possible to keep production at a point that will permit immediate shipment.

We appreciate your frank comments and ask you to continue in your policy of asking questions and passing on criticisms or suggestions from the trade.

Yours truly,

Edwin F. Peterson

E. F. Peterson

EFT-44

"Prior to putting the Vibrolator on the market we had a swell idea and some production, we wanted to get public reaction before going all out. We were wrong, because the demand has far exceeded the production, we were wrong again because the product needed more development..."

Martin Engineering

ESTABLISHED 1868-77 YEARS

106-114 GRAND AVENUE

BROOKLYN N. Y.

ALBANY MOULDING SAND  
NORTH RIVER MOULDING SAND  
SCREENED MILLVILLE GRAVEL  
DORCHESTER SAND



1950s, as did the introduction of new products. In 1956, Martin Engineering introduced the BIG SHAKE™ and BRUTE® Vibrators, the first motor-driven eccentric – or off-center – vibrators, which provided powerful vibration for unloading cement and coal from rail cars and ships.

The increased product demand meant Martin needed greater manufacturing capacity, so Edwin began scouting locations for a larger facility. He decided the business climate and workforce in the neighboring town of Neponset would serve his company

well, even though it meant moving his company away from his hometown. In 1954, he moved Martin to a temporary location in a building on U.S. Route 34 in Neponset, converting a 4,800-square-foot garage into a manufacturing facility. With a loan from a Neponset bank, Edwin then bought a 7½-acre plot of land on the east side of town and purchased a pre-fab Butler® building for the company's new headquarters. With a Depression upbringing, he knew the value of a dollar, so he utilized the talents of his employees for all the construction work on the new



## MAURITZ PETERSON

Brother of Lawrence Peterson, uncle to Edwin F. Peterson, Mauritz assisted in the early growth and development of Martin Engineering. Well-respected in the industry, he often accompanied Edwin to trade shows and on visits to customers and distributors across the United States.



facility, including concrete, insulation and electrical. By 1956, Martin's half-dozen employees had completed a well-constructed 40-by-100-foot steel building to house their new manufacturing facility. The project was an effective team-building experience and became a source of pride for the small group of employees.

### **PASSING THE TORCH**

After studying business at Western Illinois University, Ed worked with his father throughout the 1950s and 1960s to grow the business. In 1960, Ed married Patricia Fleming, known to all as Pat, and over the

course of the next seven years, they had five children together – a son and four daughters.

In 1962, Ed was joined at Martin by Pete Fischer, an energetic and talented young man who had started out creating exploded parts drawings for Martin product manuals before moving into sales. Concentrating their efforts on sales and marketing, the young men worked to expand the company with advertising, trade-show marketing, seminars and setting up new distribution networks. Ed purchased a twin-engine Beechcraft Baron plane that he and Pete



### **CARL MATSON**

When Edwin was away on company business, he delegated leadership to Carl Matson, who was assisted in day-to-day operations by Bus Stetson. Matson worked in the engineering and production departments and held 25 U.S. patents for products and improvements. He worked closely with Edwin to develop many of Martin's innovative products, including the air cannon. This innovative system was a first in the industry, using blasts of compressed air to prevent blockages and induce material flow from rail cars, silos and other storage vessels.



# VIBROLATOR

OF AN AMERICAN FAMILY BUSINESS



MARTIN — ENTREPRENEURIAL LEADERSHIP



## **EDWIN F. PETERSON – A MAN OF MANY INTERESTS**

Endlessly curious, Edwin often made spontaneous visits to customers and distributors to test out and refine new ideas and equipment. He sometimes became so focused on projects at the office, he would work right through dinnertime or stay up all night working in his basement workshop. Known to read the dictionary every night, he challenged his staff to try to define obscure words or quiz him on definitions. Edwin enjoyed traveling and pursued photography as a hobby, using cameras with the latest technology. He was fascinated by telephones and had several working phones in his home, including a European model brought back from a business trip to Sweden. He and his brother, Axel, once built a model airplane in Axel's basement that was so large they had to break through a wall to get it out of the basement.

When Edwin's nephew, Harry Heath, was playing piano in a mid-1960s rock band, he asked his uncle to build a strobe light for them. Edwin fashioned the strobe light from a wooden box, a spotlight and a large, perforated metal disc; an electric motor connected to a rheostat controlled the speed of the metal disc, producing the desired strobe-light effect. Edwin's homemade strobe light was a popular part of Harry's band's shows for many years.





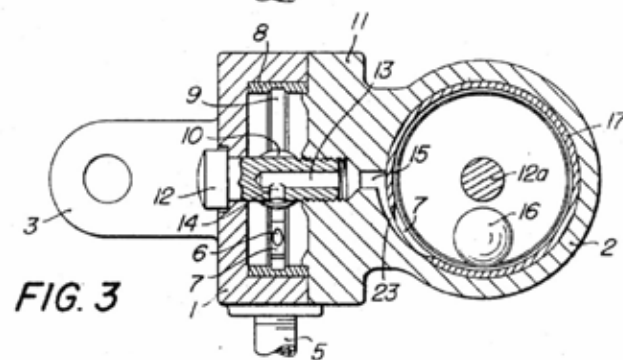
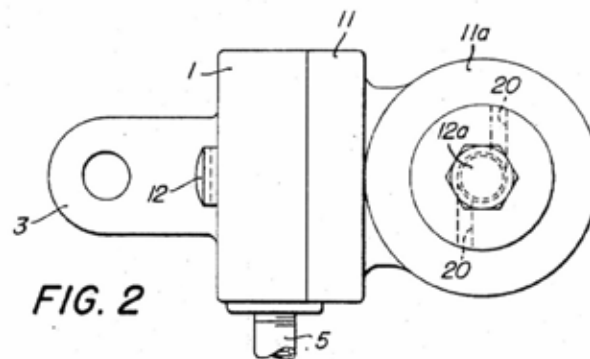
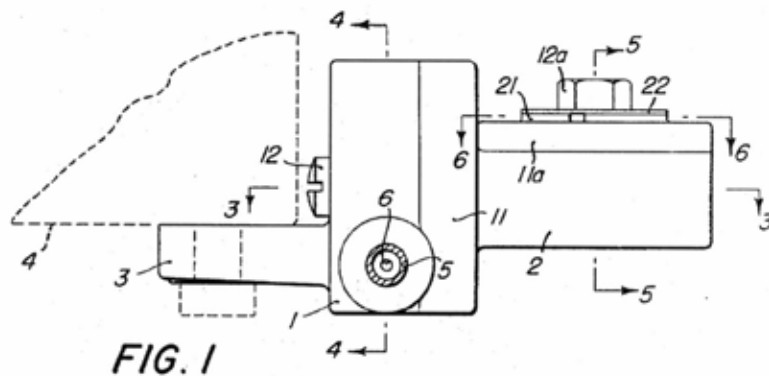
Dec. 26, 1950

E. F. PETERSON  
MACHINE VIBRATOR

2,535,596

Filed Nov. 2, 1948

2 Sheets-Sheet 1



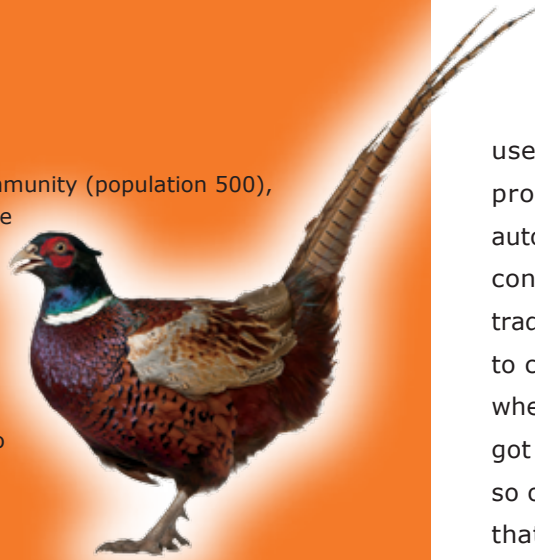
INVENTOR.  
E. F. PETERSON

BY  
*Merrill M. Blackburn*  
ATTORNEY

## CATCH THAT BIRD

Because Neponset is a small, rural community (population 500), the company had to come up with some creative ways to entertain and “wine and dine” their clients. One of those ways was to take them on hunting outings, led by Ed and Pete, on the Martin strip-mining recreational area and local farms. There they hunted dove, quail and pheasants, returning to Pete’s or Ed’s home where Ed’s wife, Pat, and Pete’s wife, Maree Anne, cooked the fresh fowl for the group. This unique experience made a positive, lasting impression on many clients from around the world.

To ensure plenty of fowl for hunting, a flock of 500 pheasants was raised and kept in a large, fenced pen on Martin Engineering property. The pen was generally secure, except on one occasion – an employee accidentally tore a hole in the pen fencing when he went in to feed them – the birds “flew the coop” and set out to explore the town. Neponset residents reported seeing pheasants roaming about the tiny village, wandering through the community’s single gas station and tavern. The plant closed for a short time while workers ran about catching the wayward fowl.



used to barnstorm the country, giving product technology presentations on automating the growing prestress/precast concrete market. At concrete industry trade shows, Pete would often start talking to customers on the elevator, staying on when they got out and another customer got on. He rode the elevator up and down so often talking to customers in this way that Ed liked to kid him about making “elevator calls.” Because of their close working relationship, Pete and Ed soon became best friends. As next-door neighbors, their children grew up together, so the families were close. Ed’s wife, Pat, and Pete’s wife, Maree Anne Fischer, often hosted elaborate dinners for Martin clients at their homes. These dinners proved to be a crucial part of building successful relationships with customers and distributors.

Another talented young man joined Ed and Pete in 1963 when Dick Stahura Sr. agreed to work as a consultant to Martin for one

## BUS STETSON

Harold “Bus” Stetson was a master mechanic, inventor and patent holder who combined keen mechanical skills with the ability to quickly produce working models of concepts. In 1974, building upon the earlier work of Carl Matson, Stetson improved upon the BIG BLASTER® Air Cannon system, which eliminated buildup and maintained the flow of bulk materials in storage hoppers, opening up a whole new market for Martin. Bus worked in Martin Engineering’s R&D department during the 1960s and 1970s; he and his wife, Florence, retired in 1983 after many years of service with the company.





ED AND PAT'S WEDDING DAY, OCTOBER 1, 1960

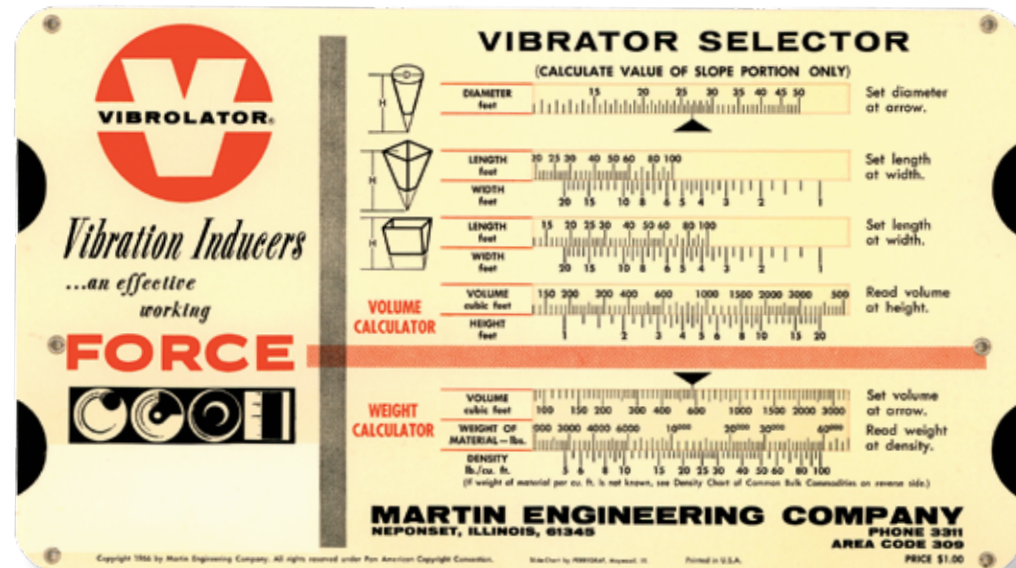


week each month. He had worked for a rival vibrator company, and Ed had come to know him through trade shows. Dick had studied physics, math and mining engineering in college and was a whiz at creating and designing engineering products. At Martin, he worked with the company's product development department and collaborated closely with both Edwin and Ed. As a teenager, Dick had briefly worked in a coal mine and was motivated to make bulk-materials handling

cleaner and safer for miners and other workers, so Martin was the perfect fit for his life's work.

### THE MILLION DOLLAR MILESTONE

Martin saw steady, robust growth through the 1950s and 1960s and reached an important milestone in 1964: one million dollars in sales for the first time. In 2014 dollars, that is about \$7.5 million. The increase in sales was due to the push in sales and marketing, the continued



### PETE FISCHER

In 1961, Pete Fischer began working part time at Martin Engineering, while he studied architectural engineering and fine arts at the University of Illinois. His first job at Martin was creating exploded parts drawings for product manuals, as well as some drafting work. In 1962, he joined the company full time, working with Ed Peterson whose focus was on strengthening Martin's sales and marketing efforts. Pete organized Martin's first national distributor sales meeting in 1963; he and Carl Matson created a unique takeaway for the sales force and customers – a Martin Engineering branded





# Martin Engineering Seminar 1966

slide rule. The unique tool combined Martin name recognition with a functional slide rule that specified the correct Martin vibrator for any hopper. Pete worked at the company's headquarters in Neponset from 1961 to 1975, rising to Vice President of Sales. In 1975, Pete and Tom Battles assumed management of Martin Concrete Engineering, a new division in Fort Worth, Texas. Pete and Tom oversaw operations there until it was sold to another company in the late 1970s. Pete continued working for the new owner until 1979. In 1988, Pete rejoined Martin Engineering, working with his brother, John, who operated a Martin distributorship in Colorado. Pete covered the Texas area, and the Fischer brothers maintained a successful distributorship through the 1990s.



Dick Stahura  
Field Representative

**DICK STAHURA SR.** has a long and colorful history with Martin Engineering. In the early 1960s, Dick worked at Martin competitor, Cleveland Vibrator, as a field sales manager. He had already established a solid reputation in the industry as a knowledgeable insider with varied expertise. A physics and math major at St. Francis College in Indiana,

Pennsylvania, Dick was a whiz at creating and designing engineering products and had done post-graduate work in mining engineering. Ed had come to know Dick through trade shows, and when he heard Dick had left Cleveland Vibrator in 1963, he offered him a job at Martin. Although Dick was intrigued by the opportunity, he wanted to be his own boss. Ed proposed that Dick work as a consultant to Martin for one week each month. Dick agreed, and their agreement was sealed with a handshake.

As a 17-year-old high schooler in Indiana, Pennsylvania, Dick had worked for a short time in a coal mine. He developed a real fondness for miners and their culture and a deep respect for the dangers of their work. Those early experiences left an indelible mark on him and motivated him to try to make bulk-materials handling cleaner and safer.

As a consultant for Martin and specialist in conveying bulk solids, Dick worked with the company's product

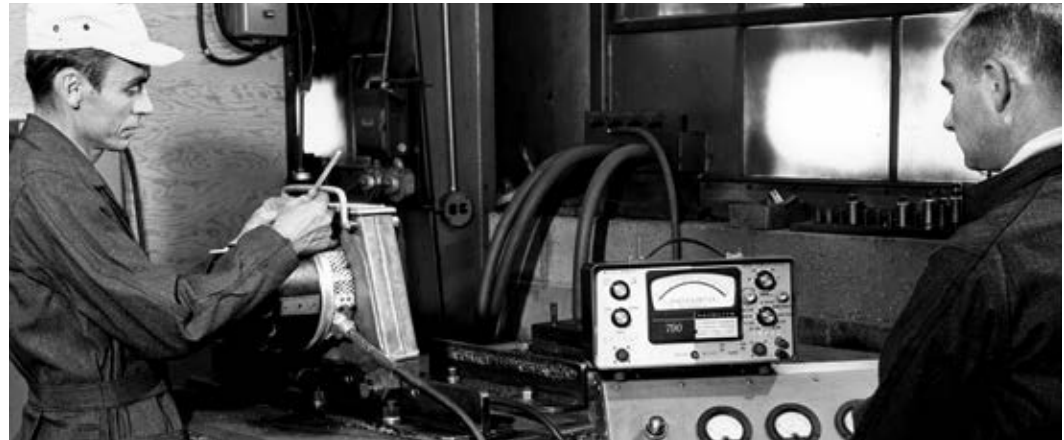
development department and collaborated closely with both Edwin and Ed. A mantra adorns a wall at Martin – “Materials handling is not rocket science... it’s much harder.” The challenge of predicting exactly how different materials will interact with machines and humans is a challenge that still keeps the veteran engineer looking forward to going to work every day.

Some of Dick’s notable accomplishments at Martin include assisting in the development of Martin Engineering’s service division in the mid-1960s, providing equipment installation and performing maintenance and service calls for customers. In the 1970s, he helped develop Martin’s THINK CLEAN® philosophy to improve safety and efficiency in bulk-materials handling. In 1981, he persuaded Edwin to manufacture belt cleaners as a natural complement to their product lines. In 1983, Dick worked with Martin employees Todd Swinderman and



Mike Lindbeck to create “DURT...the Movie” as an extension of the THINK CLEAN® philosophy.

A self-described class clown, Dick has always used his gregarious nature and flair for amusing others as a way to connect with customers. With a reputation as a colorful character, he became known for his signature denim bib overalls, an outfit he still sports on many occasions today.



introduction of new inventions and product lines and the expanded plant facilities and manufacturing capabilities, along with more distributors and customers. This significant achievement was celebrated by

the dedicated crew of 12 employees and was especially meaningful for company founders Edwin and Dorothy, who remembered the lean early years.

## JOE EISENBARTH

In 1954, teenager Joe Eisenbarth started working at Martin Engineering through Kewanee High School's Diversified Occupations Program. After returning from the military in 1960, Joe signed on at Martin again, and worked his way up from machinist to plant manager in 1972. He credits Mauritz Peterson with teaching him draftsmanship.





PETE FISCHER

EDWIN F.

GENE BATES

DEAN LINDQUIST

MAURITZ PETERSON

WARD NOTZON

BRUCE WHAPLES

ROSALIE FOES

ELEANOR ANDERSON

RUTH LAMS

LAWRENCE PETERSON

CHRISTMAS 1962

**THE DEDICATED CREW**

Martin Engineering's growth and success have been nurtured over the years by the hard work of many dedicated, longtime employees, including Ruth Lams and Florence Stetson-Papp, executive secretaries to Edwin F. Peterson, and master machinists Charlie Gray and Gene Bates.

FLORENCE STETSON-PAPP AND CHARLIE GRAY



REAL

PROGRESS

OF AN AMERICAN FAMILY BUSINESS

MARTIN - ENTREPRENEURIAL LEADERSHIP



Stull, Peterson Win in Majority Race

Water Puts Tanks Rip



City Turns Out Record Vote Total

Leaders Meeting Investigate La Prison 'Features'



**TRIES NEW LIFE NET**—City Clerk Edwin F. Peterson lands safely in new fire department life net after jumping from second story window in city hall this morning. Chief Albert Lyons was in charge of the drill with new equipment and several members of the department also made jumps.

Commissioner Edwin F. Peterson, bee shepherd and inventor, met with a painful accident this week. He did a "Steve Brodie" from the second floor of the city hall into a new life net of the fire department and busted two cherokees.

**DEFENSE COUNCIL**—Five of seven members of Kewanee's civil defense shown above convened for the first time Tuesday night. Left to right are John P. Malmrose, K. C. Redebaugh, Mayor Edwin F. Peterson and A. (Star-Courier photo)

**Defense Corps Chiefs No**

**VOTE FOR ED PETERSON - CON CON NOV. 18**

**HE KNOWS THE NEEDS OF:**


- AGRICULTURE** because he is involved with crop, farming, and cooperative work, plus some real estate, and has received the National FFA Honorary Farm Award, over 220 years ago.
- GOVERNMENT** because he served as City Treasurer, City Clerk, City Commissioner and Mayor of Kewanee, Mayor of Naponeet for two terms, giving first-hand knowledge of local, regional and statewide problems.
- LABOR** because he has been a worker, machinist and patternmaker.
- MANUFACTURING** because he is president of Martin Engineering Company in the world of industrial equipment.

**KNOW YOUR MAN!** He will help repair and modernize your State Constitution! He declines to take an effect on YOUR LIFE, YOUR FINANCES, and YOUR PERSONAL LIBERTIES FOR YEARS TO COME!

Ed Peterson is fully qualified to represent YOU and the 36th Senatorial District at the State Constitutional Convention!

**WHAT DOES HE BELIEVE?**

**YOUR VOTE IS APPRECIATED**



While a resident of Kewanee, Edwin F. Peterson served Kewanee as treasurer, city clerk, commissioner, and mayor. He then served two terms as mayor of Naponeet. In 1970, he was elected a delegate to the Illinois Constitutional Convention to help rewrite the state constitution.

**FARM BUREAU MEMBERSHIP CARD**

This is to certify that \_\_\_\_\_ is a member in good standing and has paid dues on the above date for the period \_\_\_\_\_

Beginning \_\_\_\_\_

**ILLINOIS AGRICULTURAL CLUB**

CL. FARM BUREAU



## EDWIN GIVES BACK TO THE COMMUNITY

As the son of Swedish immigrants and a successful businessman, Edwin understood and appreciated the freedom and opportunities that he and his family had enjoyed in America. He chose to show his appreciation by giving back to his community and contributed his time and talents to local city government.

Edwin's civic involvement began when he was appointed Kewanee's city treasurer in 1943 and later appointed city clerk in 1944. During his time as city clerk, Edwin hit upon a creative solution to lower summer lawn care costs at the sewage disposal plant. Calling his idea "the poor man's lawn mower," he bought 16 lambs to graze on the lawn and keep the grass clipped all summer. The sheep were purchased in the spring for \$200 and sold in the fall for \$236.71. With the sheep's wool netting the city an additional \$40, the city made a profit on the transaction and avoided the expense of paying someone to mow all summer.

In 1947, Edwin was elected to be a city commissioner for Kewanee. At age 38, he became one of the youngest city council members to serve at that time. The council appointed Edwin to oversee the public utilities department, which included the municipal light and water systems and the sewage disposal plant. He was instrumental in spearheading the creation of a modernized sewer system for the city and also played a key role in the installation of Kewanee's first traffic lights.

In response to a booming post-war economy, Edwin developed and passed proposals for new subdivisions and the town's first government-subsidized housing. He hoped the infrastructure improvements and housing developments would attract new industries to town.

In 1950-1951, Edwin served as Kewanee's acting mayor, appointed to replace Mayor Fred J. Brown, who resigned to enter active duty in the Army. In 1957, he was elected as Neponset's mayor, serving for 15 years.

Edwin's crowning moment in his political life came in 1969, when he was elected as a delegate from the 36th Senatorial District to the Illinois Constitutional Convention. His son, Ed, took time out from his increasing responsibilities at Martin to help him with his campaign, creating all of his campaign materials – flyers, posters and brochures. As a delegate, Edwin was assigned to the Local Government Committee because of his experience with city improvement and infrastructure projects. He and the other delegates were tasked with rewriting the constitution, and Edwin strove to ensure that the articles it detailed be fundamental and simple – the same approach he took with his many inventions.

## GOING GLOBAL

From about 1954 to 1969, Edwin and Dorothy acted as Martin ambassadors, spreading their message of cleaner, safer bulk-materials handling. Edwin secured patents and established distributors and licensees for their products in an alphabet of countries all over the world – Belgium, Canada, England, France, Germany, Holland, Israel, Japan, Mexico, Portugal,

South Africa, Spain and Sweden. Establishing Martin Engineering in Sweden, his parents' homeland, was a particularly poignant moment for Edwin, and he felt his family had come full circle. They had achieved greater success than his father could have ever imagined, because of his courage in leaving his home to seek a better life in America.

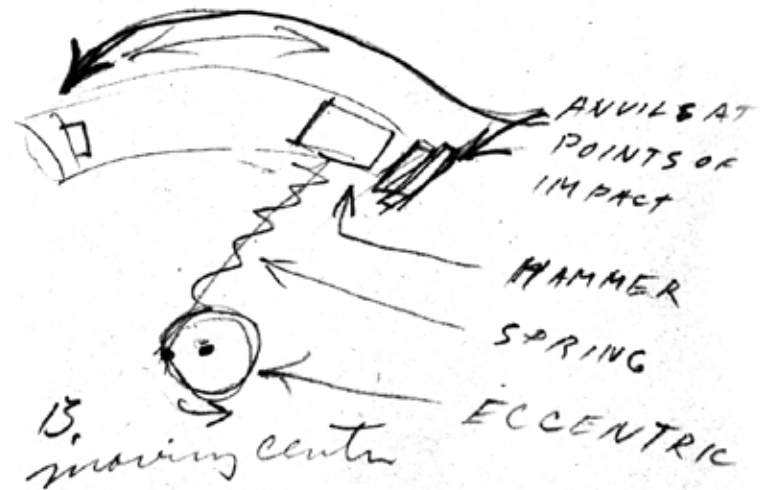
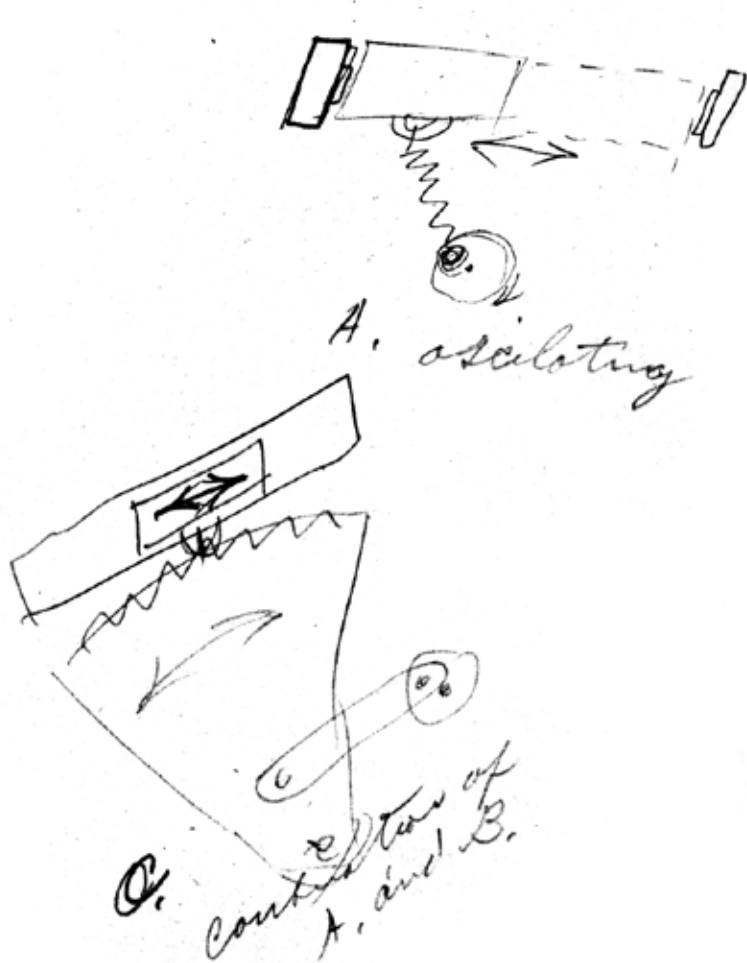




**Martin Engineering 1960s**



Means of producing vibration  
 by use of springs in the  
 power train



Carl G. Matson  
 August 13 51

Witness: Edwin F. Petersen  
 Described to and understood -  
 Aug 10. 1951



**“BE WILLING  
TO CHANGE  
YOUR METHODS,  
AND EMBRACE  
CONTINUOUS  
IMPROVEMENT.”**

— ED H. PETERSON

## A LIFETIME OF INVENTING – EDWIN F. PETERSON'S PATENTS



<i>Issue</i>	<i>Patent Number</i>	<i>Patent Title</i>
1949, Aug. 30	2,480,603	Machine Vibrator
1949, Aug. 8	2,518,250	Machine Vibrator
1950, Oct.31	2,528,319	Vibration Producing Means
1950, Dec. 26	2,535,596	Machine Vibrator
1952, Aug.12	167,480	Flat Iron Stand ( <i>Design</i> )
1952, Aug. 26	2,607,968	Sand Blowing Tube for Core Machine
1953, May 12	2,637,881	Core-making Machine
1953, Nov. 17	2,659,119	Wear Resisting Insert for Core Making
1954, Feb. 23	2,669,769	Method of Making Core Vent Plugs
1954, May 4	2,677,160	Corebox Dowel Pin
1954, Aug. 31	2,687,559	Blow Tube for Coreboxes
1956, Sept. 4	2,761,186	Blow tube for Core Blowing Machine
1957, Jan. 22	2,778,230	Positive Drive Vibratory Mechanism
1957, Jan. 22	2,778,589	Support Pad - Hot Flat Iron
1957, Jan. 22	2,778,612	Vibratory Mechanism
1957, May 21	2,793,009	Machine Vibrator
1959, Aug. 18	2,899,724	Blind End Blow Tube
1959, Nov. 10	2,911,691	Spray Head Corebox Blow Tube
1960, Apr. 26	2,933,786	Nylon Blow Tube
1960, July 19	2,945,386	Magnet Impelled Ball Vibrator
1960, Sept. 20	2,953,282	Vibrator, Motor Driven
1960, Nov. 1	2,958,227	Vibrator, Chain
1960, Dec. 15	2,917,290	Vibrator
1961, Sept. 12	2,999,393	Vibrator
1961, Oct. 10	3,003,733	Cross Wedge Mount
1962, May 29	3,036,471	Epicyclic Vibrator
1962, May 29	3,036,527	Rotary Device w/access port
1962, May 29	3,036,658	Drive & Lub. System
1962, May 29	3,036,819	Mixer Means
1962, July 10	193,213	Shaker Rail Road ( <i>Design</i> )
1962, July 31	3,047,752	Air Cooled Motor Vibrator
1963, Jan. 22	3,074,129	Core Box Seal Strip
1963, Feb. 5	3,076,346	Vibrator Housing
1963, July 2	3,095,619	Sealing Adjacent Closure Surfaces
1963, July 16	3,097,537	Adjustable Weights
1963, Sept. 3	3,102,309	Method of Attaching
1963, Sept. 24	3,104,432	Blow Tube
1963, Oct. 22	3,107,889	Vibrator Mounting
1963, Nov. 26	3,112,016	Mount Blocks Vibratory Mechanism
1964, May 26	3,134,272	Vibrator
1964, May 26	3,134,564	Vibrator Mounting
1965, April 13	3,177,731	Air Cooled Vibrator
1965, April 27	3,180,365	Blow Tube, Spring
1965, May 25	3,185,323	Shaker Apparatus
1965, Aug. 17	3,200,479	Sand Retaining Blow Tube
1966, Mar. 1	3,237,505	Mounting of Vibrator & the Like
1966, Mar. 1	3,237,787	Shaker Mechanism
1966, Mar. 1	3,237,896	Mounting of Vibrator & the Like
1966, Aug. 16	3,266,102	Bodily Actuable Core Box Seal
1967, Aug 1	3,333,799	Fitter for Vibrating Device
1967, Dec. 5	3,355,957	Rotary Vibrator & Mount Therefor
1969, Apr. 22	213,917	Vibrator for Material Handling of Like
1970, Jan. 27	3,491,825	Seal Means for Coop. Contact. Surfaces
1970, Mar. 3	3,498,651	Driving Connection



### **AN EXPANSIVE VISION**

With his son, Ed, gradually assuming the leadership role in the company, Edwin found he had more time to devote to his other passions. While he and his wife, Dorothy, continued to travel and act as brand ambassadors for Martin, Edwin also became involved in local government once again, this time at the state level. In 1969, he was elected as a delegate to the Illinois Constitutional Convention and helped rewrite the state's constitution. Although Edwin did not officially retire as Martin Engineering President until 1969 and retained the title of Chairman of the Board until his passing in 1981, his son, Ed, had

already begun to place his personal stamp on the company. Ed had bold plans for Martin and believed that a focus on marketing and sales would continue to drive growth and expansion. Under his leadership, the company would experience major growth, as it continued to fulfill Edwin's vision of producing innovative products that solved problems in bulk-materials handling, making the industry cleaner, safer and more productive.

### **AN EVOLVING COMPANY CULTURE**

After Edwin's retirement, Ed began to shape the course he envisioned for the company's future and introduced new ways



**“PERPETUATION OF THE  
CORPORATE IDENTITY IS  
MORE IMPORTANT  
THAN ANYTHING  
ELSE.”** – ED H. PETERSON





### **EDWIN H. PETERSON**

As Ed Peterson grew up and came of age, he watched his father, Edwin, invent first-of-their-kind products and establish Martin Engineering as a sound, profitable enterprise. Not all young people willingly join the family business, but Ed has said that it was all he ever wanted to do. Beginning in the late 1950s, Ed took charge of Martin's sales and marketing efforts. He had an instinctive knack for connecting with customers and a flair for creating inventive and memorable ways to promote the family business.

Ed developed a leadership style that was forward-looking, bold and expansive – he is a self-described “big picture” thinker. While his father had taken a relatively conservative approach to business, Ed has been more willing to take risks in the near term for long-term growth. In the late 1960s, Ed took a chance on a new product line and successfully guided the company into cleaning and sealing systems for conveyors. This shrewd move marked the beginning of the company's worldwide growth that continues to this day.

# MARTIN

# MARTIN

ENGINEERING COMPANY



## BRANDING THE BUSINESS

With Ed's expertise and interest in marketing, one of his first priorities as CEO was developing and implementing a cohesive corporate brand. He commissioned the creation of a simple yet strong and compelling company logo, choosing the color orange because he knew it would stand out on Martin equipment in even the dirtiest industrial environments. In use since the 1970s with occasional updates, the Martin logo has won multiple design awards and is an instantly recognizable representation of the company.



of doing business. He empowered his employees to try different, creative approaches to problem solving and nurtured a culture which allowed them the freedom to take risks and make mistakes. Ed believed that, in the pursuit of excellence, failure was acceptable – the valuable lessons learned from trying and failing would become the building blocks for eventual successful results. The risk-taking attitude Ed modeled cultivated a climate that attracted the best talent and innovative thinkers to Martin and produced astonishingly successful results. Ed welcomed and valued the input from all



employees, believing that no one person could have all the answers. To this day, he insists on attributing much of his success to surrounding himself with “good people.”



# “I SURROU WITH GO

OF AN AMERICAN FAMILY BUSINESS

48

MARTIN – ENTREPRENEURIAL LEADERSHIP



# ND MYSELF OD PEOPLE.”

— ED H. PETERSON





### **A FAMILY AFFAIR**

As Martin Engineering grew, so, too, did Ed and Pat's family, as they welcomed a son and four daughters: Edwin C., Heidi, Amy, Jennifer and Sarah. Pat, and later the children, contributed in many ways over the years to the growth and success of Martin Engineering. In the early years, Pat often accompanied her husband to trade shows and represented the Martin brand with her signature warmth and charm. She also lent her skills in the office, assisting with the preparation of marketing materials. Perhaps Pat's biggest contribution has been her commitment to ensuring that everyone involved with Martin feels important and valued.

### **ANTICIPATING TRENDS AND BEST PRACTICES**

Long before companies began to "go green," Ed recognized the benefits of reducing, reusing and recycling, and the company began doing so in the 1970s. He also knew a clean plant meant a better product, and he promoted this philosophy by creating Martin's "Think Clean, Keep it

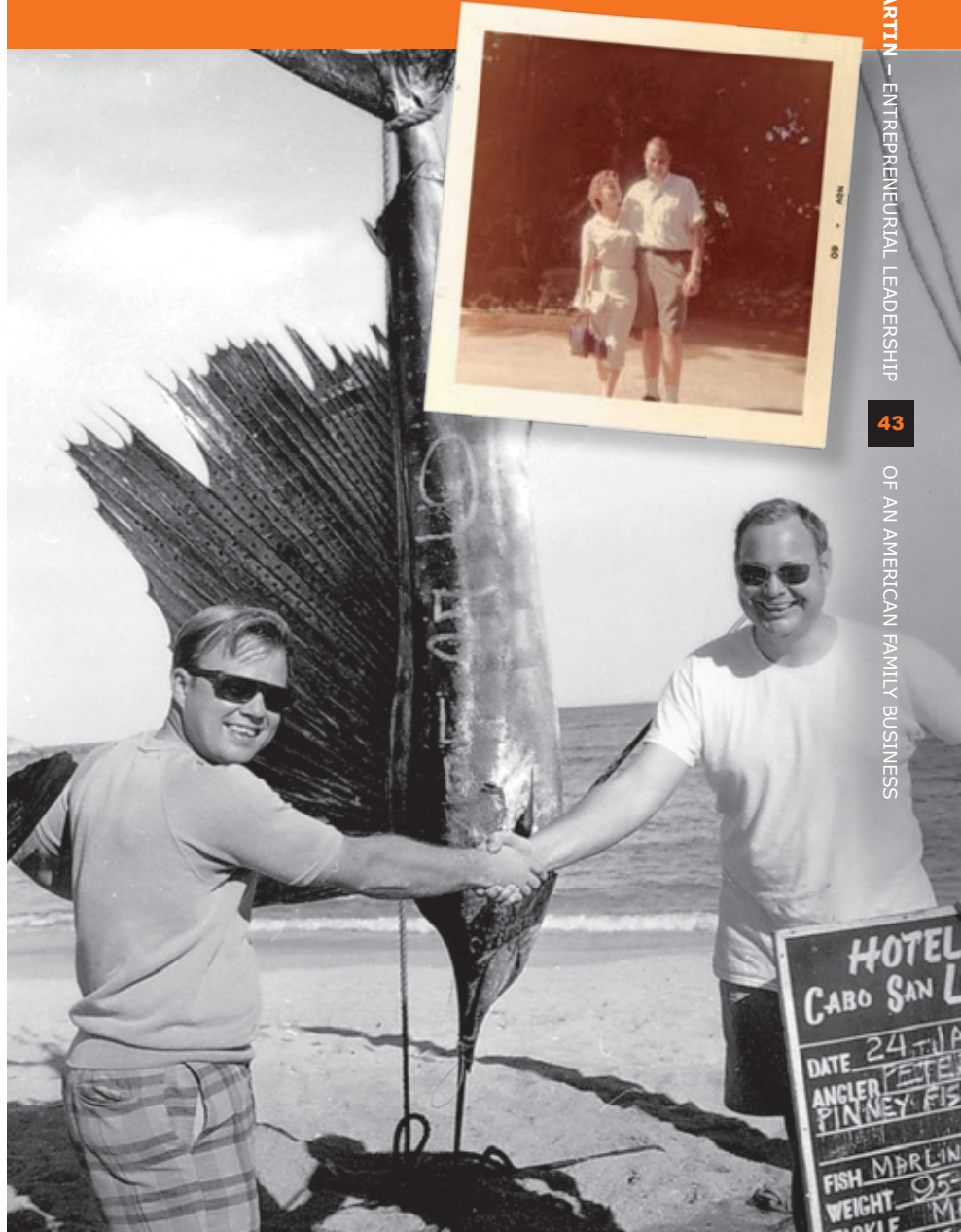




Clean” slogan; Dick Stahura, Sr. created the cartoon character “TC” to support the THINK CLEAN® philosophy. Implementing environmentally responsible best practices at Martin Engineering was not only good business – it also reflected the company’s desire to help protect and preserve a healthy global environment.

#### MIXING BUSINESS WITH FUN

Ed loves a good time as much as he enjoys running Martin, so his work and personal life are often intertwined. Ed’s wife, Pat, learned this early in their marriage – on their honeymoon, in fact. Soon after arriving at one of their honeymoon destinations, Pat had to wait to explore the area with her new husband until he had checked the Yellow Pages to see if there were any local Martin competitors. Since that time, the Petersons have continued to successfully combine business and pleasure wherever they are, entertaining customers and employees alike – and earning a reputation as gracious and generous hosts.





Aug. 31, 1954

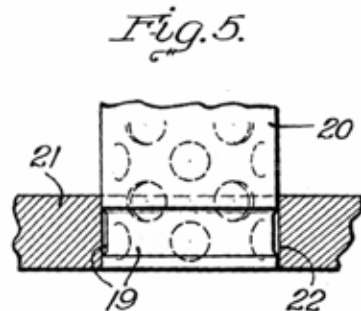
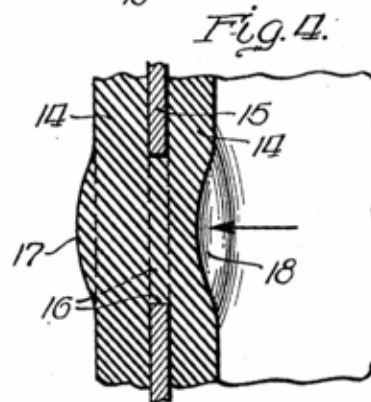
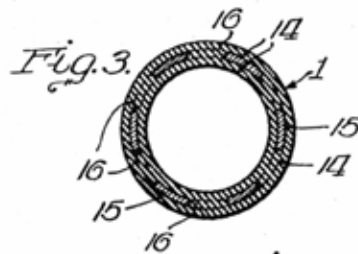
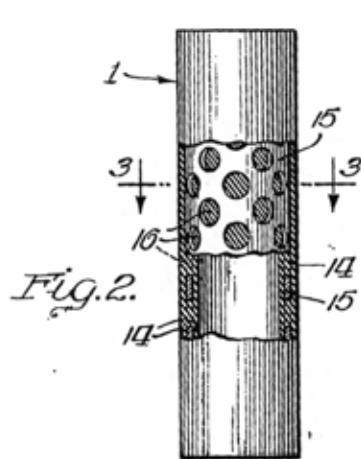
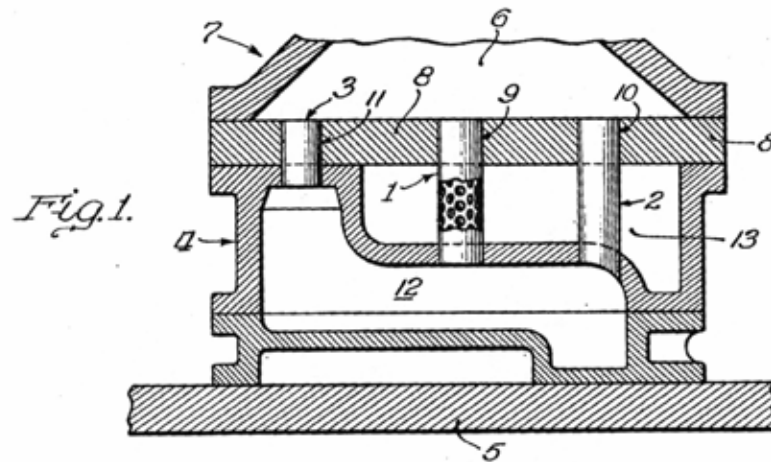
E. F. PETERSON

2,687,559

BLOW TUBE FOR CORE BOXES

Filed Feb. 28, 1950

2 Sheets-Sheet 1



INVENTOR.

Edwin F. Peterson

BY

Eberhard C. Wally  
Atty.

## PATRICIA L. “PAT” PETERSON

Born in Kewanee, Illinois, Patricia L. “Pat” Peterson (née Fleming) grew up across town from her future husband. Pat graduated from Kewanee High School and attended William Woods College in Fulton, Missouri; she then attended Presbyterian-St. Luke’s Hospital School of Radiology, graduating with a Radiologic Technology degree. Pat is a member of the National Society of Daughters of the American Revolution, Mary Little Deere-Fort Armstrong Chapter, Moline, Illinois.

Pat met Ed on a train while traveling to Chicago, and they married in 1960. Their family grew to include one son and four daughters, and Pat devoted herself to creating a loving home for her husband and children. Along with raising their children and entertaining Martin clients, Pat has worked at Martin in a variety of capacities, currently as Director of Community Relations and a voting member of the Board.

Customers, distributors and employees alike attribute much of Martin Engineering’s warm, family-like atmosphere to the tone Pat has set

with her grace, generosity and friendly hospitality. As the wife of Martin Engineering’s president, entertaining clients is a welcome duty. Among her many gifts, Pat is also a gourmet cook – having studied under Julia Child and then hosting Ms. Child at the Peterson’s Aspen, Colorado, home. She also taught gourmet cooking for two years at Black Hawk East College in Kewanee, Illinois. Pat especially enjoys preparing and serving delicious gourmet meals in the relaxing environment of the Peterson home in Neponset. Her focus is bringing people together to facilitate and strengthen relationships.

Pat is the driving force behind many of the company’s perks and benefits, including Christmas parties, family picnics and golf outings. She has also provided comfort and support to employees and their families, bringing a meal to those suffering from illness or a present for a new baby. In addition, she and Ed have led efforts to purchase a furnace, furniture and even a car for employees who had experienced hardships.





Ed was also forward-thinking in protecting and preserving a healthy workforce, so he built a free medical clinic and fitness center adjacent to the plant. Employees and their families are eligible to make free use of both facilities.

### **MAKING CONNECTIONS, BUILDING RELATIONSHIPS**

Ed knew the key to sales was making connections with his customers, something he had learned when selling his family's honey to area stores. As a high school student, Ed's skills were sharpened as he helped his father market Martin products. By the time Ed was in college, he was representing the company at trade shows throughout the United States.



# VIBRO-AT



MARTIN - ENTREPRENEURIAL LEADERSHIP

47

OF AN AMERICAN FAMILY BUSINESS

Ed, Pete Fischer and Dick Stahura Sr. traveled to many trade shows and sales meetings for face-to-face interactions. These personal encounters were crucial to building Martin's domestic and international distributor network. Ed envisioned Martin becoming a global player in the bulk-materials-handling industry; therefore, he formed the Martin Distributor Council, a network designed not only to help Martin get products to customers more quickly, but also to help promote and maintain the company's standing as the industry leader.



## **SALES SEMINARS A MOVING EXPERIENCE**

Beginning in the 1960s, Martin Engineering began hosting sales seminars as a tool to connect with plant executives and distributors located throughout the United States. The company brought dozens of industry representatives to its headquarters in Neponset, Illinois, to address best practices, demonstrate products and give them a tour of Martin's plant.

Ed kicked off these events by hosting pheasant and quail hunts at an area hunt club. This unique shared experience left a positive and lasting impression on visitors who attended and helped form the strong bonds the company enjoys with its long-term customers, plant executives and distributors.

During the educational portion of the seminars, Martin conducted presentations to illustrate the power of vibration to make work easier and more efficient. The





mastermind behind these demonstrations was Martin's Marketing Director, Pete Fischer. Called "Innovations of Applied Vibrations," the presentation helped industry professionals see vibration as an energy they could harness and use to their advantage rather than an indication there was something wrong with the equipment, like wheels out of alignment.

Pete used simple visual aids to explain this new way of thinking, demonstrating with a block of wood and a nail. He first showed the audience how it was impossible for him to push a block of wood onto a nail with his hands. However, after fastening a vibrator on his wrist, the vibration easily pushed the block onto the nail.



**“WE WILL BE  
NO MATTER  
IT TAKES.”**



# THE BEST, WHAT

— ED H. PETERSON

Dick Stahura Sr. demonstrated the power of vibration in his presentations by using a garden tractor with an attached plow and a pile of dirt. He began by trying to move the dirt without any vibration connected to the tractor, but the tractor wheels just spun in place. After putting a vibrator at the end of the plow, however, the dirt was easily moved.

These powerful and convincing demonstrations were unique to Martin. As word of the company's innovative approach to problem solving began to spread, Martin began the climb to assume its industry-leading role in the bulk-materials-handling industry.

### **NO EXCUSES GUARANTEE**

In the 1960s, Martin Engineering had begun to offer a money-back guarantee to demonstrate its commitment to its customers and confidence in its products. It was the first company in the industry to differentiate between a warranty (defects in materials and workmanship) and a guarantee (assured performance).



By the 1990s, the original guarantee had evolved into the "Absolutely, Positively, No Excuses Guarantee." Developed by Pete Fischer, it states that "If the customer is not happy with any Martin product, it may be returned for cash or credit." Martin has differentiated itself from its competitors by delivering on its guarantee rather than simply offering promises. Customers are assured that Martin is interested in helping solve their problems, not just in racking up sales.

### **MARTIN EXPANDS INTO EAST ASIA**

In 1965, many U.S. companies were still focusing exclusively on domestic sales, but Ed and his father had looked farther afield. They knew that industrial vibration was virtually unknown in Japan and decided to establish a distributor in Tokyo to test the market.



During earlier visits to Japan, Edwin and Pete Fischer had educated management and engineering professionals through Martin's applied vibration seminars and trained a network of distributors in key industrial areas. In 1972, the company established Martin Engineering Japan, Ltd., through a joint venture with Torii Shokai, Ltd., Tokyo. The new corporation was formed to expand the export and sale of Martin's industrial vibrators and materials-handling products throughout Japan. It also stimulated the valuable exchange of technical information between the United States and Japan.

### **MARTIN MAKES INROADS IN CANADA WITH DRUMMOND EQUIPMENT DISTRIBUTORSHIP**

Along with expanding into foreign markets, Ed wanted to build an extensive distributor network to sell his products. In 1972, he offered an exclusive distributorship to Canadian-based Drummond Equipment owner Peter Martini. Because of his background in the construction industry, Peter was familiar with Martin and considered it to be top-notch. Initially, Drummond only sold Martin's vibration products, but as Martin developed its conveyor product line, Drummond also began to manufacture frames for Martin's belt cleaners.

### **MARTIN EMPLOYEES GO THE EXTRA MILE**

Colin Penfold, President of Drummond Equipment and a Martin distributor, believes going the extra mile is what sets Martin apart from its competitors – literally. He tells the story of one sales call in particular that created a lasting impression on one customer, which exemplifies Martin's commitment to living up to its pledge of doing "whatever it takes."

Martin representatives often travel to remote areas of Canada in a demonstration truck which contains a large variety of its products. The large truck and trailer is an effective method for reaching customers who are not able to travel to see a presentation at a factory or trade show. To make a promised visit to a prospective customer, a team of employees from Martin and Drummond set off in the truck during a heavy snowstorm, finally arriving after a harrowing trip. The plant's manager was so impressed by the group's perseverance, he became a long-standing customer.





### MARTIN ENGINEERING RECEIVES PRESIDENT'S "E" AWARD

In 1972, Martin Engineering received the President's "E" Award for its efforts to increase United States exports. The award included a keepsake blue and white banner and certificate of commendation signed by the U.S. Secretary of Commerce.

### MARTIN RECOGNIZED FOR OUTSTANDING IDEAS

Introducing vibration to help work processes in chemical processing plants earned Martin the Vaaler Award in 1968. The contest was open to all companies supplying equipment, instrumentation, materials, processes or services for use in chemical processing plants. Martin was recognized by *Chemical Processing* magazine for the application of a Martin vibrator to heat exchanger bundles during insertion and removal.

Vibration equipment helps chemical plants and refineries with tube-removal and reinsertion as well as cleaning, a messy and time-consuming task which can take hours using conventional methods. Martin's vibration technology makes the process simpler, faster, cleaner and safer. During the process, the vibrator facilitates bundle removal and reinsertion, eliminating hammering and other inefficient techniques. This results in safer

operation and less damage to the exchanger from rough handling. Vibration also provides safe removal of the scale and rust that accumulates in heat exchanger bundles by reaching normally inaccessible areas and shaking loose scale that cannot be removed by other methods.

Martin was recognized by the *Chemical Processing* magazine for other outstanding products in subsequent years:

- BIG BLASTER® AIR CANNON (1976) – Low-pressure pneumatic blasting system induces flow from storage vessels
- TRAC-MOUNT® Belt Cleaner (1978) – Cleans conveyor belts to help reduce fugitive material
- TRAC-MOUNT® Skirtboard Sealing System (1980) – Eliminates material spillage on moving conveyor belts
- PIGLET® Belt Cleaning System (1990) – Food-grade system eliminates carryback on small-scale conveyor belts
- VAC-MOUNT™ Vibrator (1995) – Portable vibrator features suction-cup mounting



## **AIR CANNON BECOMES NEW STANDARD FOR MOVING SOLIDS**

Vibration is often the ideal solution for moving bulk materials, but some situations require an alternative method, such as dynamite or CO<sub>2</sub> cartridges. To heighten the safety and efficiency of moving solids, Carl Matson invented the BIG BLASTER® Air Cannon in 1974.

The first low-pressure pneumatic blasting system to induce flow from storage vessels, the BIG BLASTER® Air Cannon has become the world standard for breaking up blockages in bins and silos too large for a vibration solution. The air cannons produce a quiet, but powerful, high-velocity discharge of plant-compressed air to dislodge material buildup and enhance the flow of bulk solids. They can handle the high temperatures, harsh gases and challenging materials of process industries yet have low maintenance requirements.

Today, BIG BLASTER® Air Cannons are used for everything from keeping transfer-point chutes open to simulating cannonballs hitting the water in theme parks.

## **Keep materials moving with Martin's BIG BLASTER®**



Martin's Big Blaster air cannons dislodge clinging materials and keep them flowing smoothly. In most bulk material handling systems — whatever the materials — wherever they stick — the Big Blaster system works quietly and efficiently when other methods are too expensive, too noisy, or ineffective. It's simple. One or more Big Blasters mounted on a structure send an abrupt burst of compressed air inside, breaking up bridged or ratholed material immediately without structural damage. Initial cost is low, compared with other systems; and because the Big Blaster uses plant air (and just a little of it), operating costs are low, too.



Tell us about your material flow problem and we'll put together a Big Blaster system to get things moving again.

### **MARTIN ENGINEERING COMPANY**

Dept. , Neponset, Illinois 61345 309/594-2384  
Free Flow Line Toll Free Number:  
800/447-5681 (outside Illinois)

**6265**





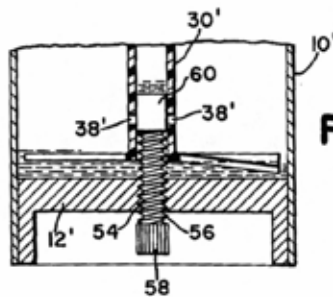
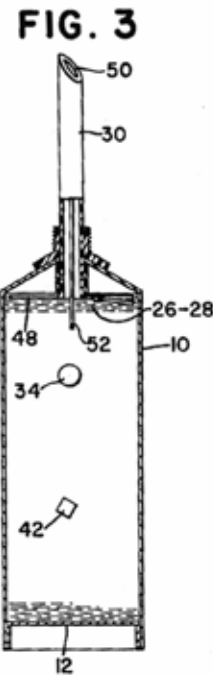
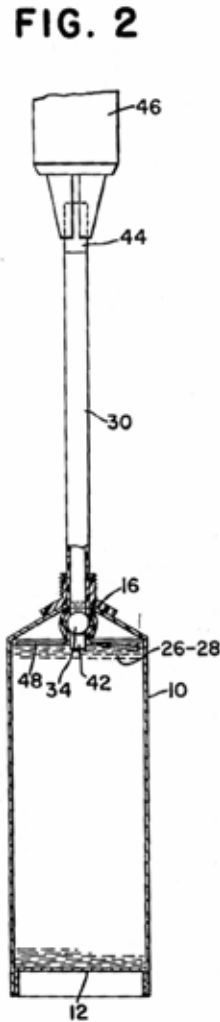
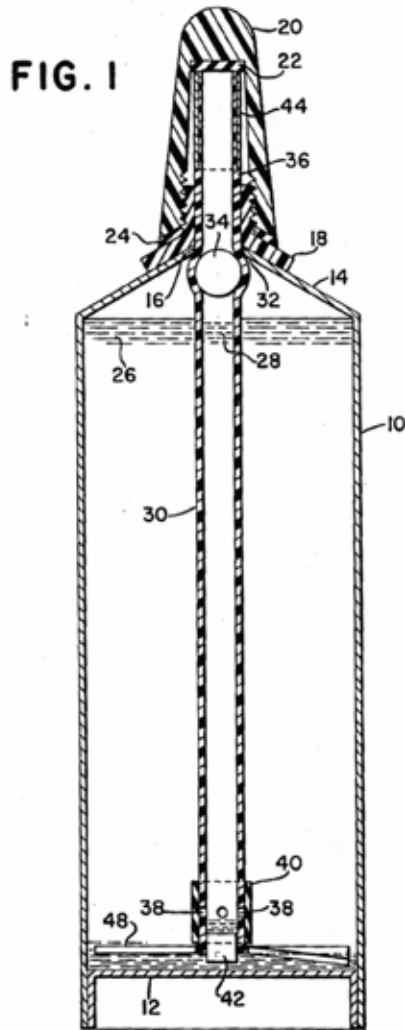
May 29, 1962

E. F. PETERSON

3,036,819

PLURAL-CONTAINER AND MIXER MEANS

Filed April 25, 1960



**FIG. 4**

INVENTOR.  
E. F. PETERSON

BY *[Signature]*

ATTORNEY



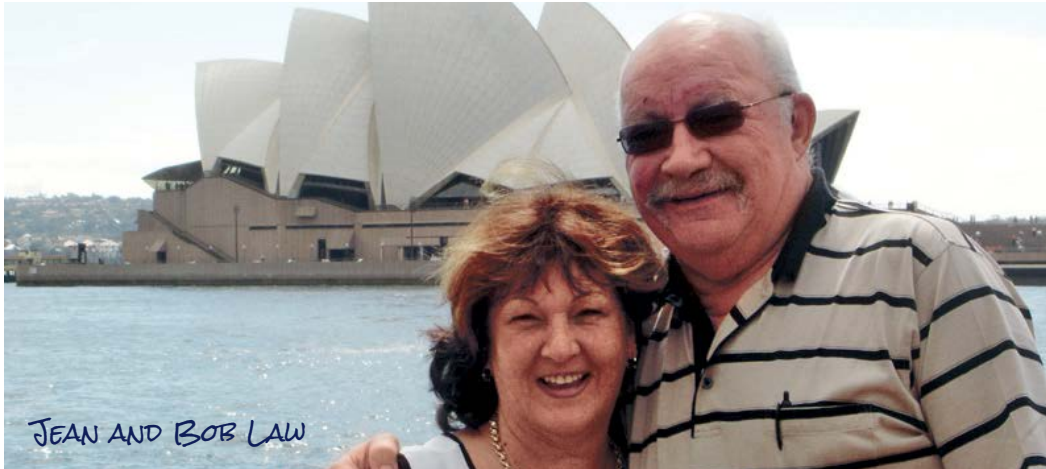
### **MARTIN EXPANDS DOWN UNDER**

As Ed continued to add to a growing distributor network, he also continued to scout for companies to partner with in overseas markets. As it turned out, someone was looking for his products at the same time. In 1978, Bob Law was running Engineering Services & Supplies (ESS), a small Australian company that serviced air tools. He saw a picture of an air cannon and thought it would be ideal to help finish a client's project, but he did not know who made them.

After calling a few suppliers, Bob learned that a U.S. company called Martin Engineering made the BIG BLASTER® Air Cannons, but it had no distributors for Martin products in Australia. He saw the sales potential of Martin's air cannon for industries in Australia and contacted the company about becoming a Martin licensee and distributor. He was unaware that he was not the only company in the running and that he was competing against a company much larger than his own.

### **LET'S HIT THE SLOPES**

Ed is an avid downhill skier, and Aspen, Colorado, is a favorite retreat. He and his wife, Pat, enjoy entertaining customers, distributors and employees at their mountainside home. In 1978, Bob Law flew from Australia to Neponset to see Ed about becoming a distributor for the company. After their meetings, Ed asked Bob if he skied. Ed and Pat had just purchased their home in Aspen, and Ed tried to get away to ski there whenever he could. Bob was game to go, so Ed called the travel



Bob arranged a meeting with Ed, who told him that his competition was a British company with distributors throughout Australia and more than \$20 million in annual sales. Bob knew ESS could not compete with those numbers; it averaged about \$200,000 in annual sales, and his entire staff consisted of himself and his wife, Jean.

Ed asked Bob what he would do if he were in Ed's shoes. Without hesitation, Bob advised him to take a chance on ESS – with

a solid product like Martin's air cannons, he believed ESS could eventually reach \$20 million a year in annual sales. Ed had actually already decided to choose ESS over the larger British firm and presented Bob with the licensing agreement he had prepared before their meeting. In 1979, ESS became the exclusive licensed manufacturer of Martin Engineering for Australia and the South Pacific.

In the early years, Bob and his wife, Jean, handled everything at ESS themselves.

agency and booked a flight for that afternoon. When Pat checked in with Ed later in the day to find out when they were coming home for dinner, Ed told her they wouldn't make it back in time – because they were in Aspen. Even though Ed ribbed Bob that he skied "like a runaway truck," the two men cemented their business partnership – and friendship – on the slopes that day.



## A FAVORABLE WIND

Ed found that cycling on the country roads in rural Neponset was a great way to relax and still get some work done. He would often ask a Martin manager or two to accompany him on his rides so they could discuss business along the way. Pat recalls the many times she was the “designated driver,” picking up Ed and Todd Swinderman from wherever they had ended their “business-exercise” ride and driving them (and their bicycles) back to the plant. The route for these one-way mobile meetings was generally determined by whichever way the wind was blowing that day, as Ed liked to always have the wind at his back.

He manufactured the air cannons in his workshop and sold them to customers. Jean helped paint the products and deliver the orders. Their hard work paid off – Ed taking a chance on ESS, combined with Bob’s belief in his own company, led to a successful partnership still going strong after 35 years. Today, ESS has 90 employees in 10 locations throughout Australia – and it generates nearly \$20 million in sales annually.

## LINDBECKS BUILD SOLID MICHIGAN DISTRIBUTORSHIP

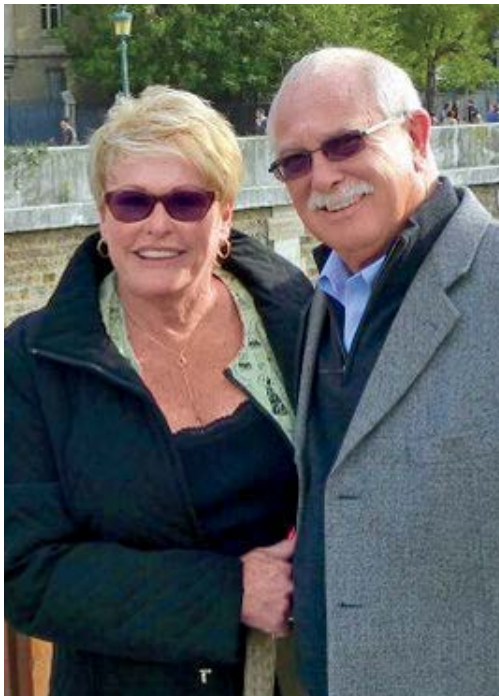
Another successful Martin distributor was found much closer to home. In fact, Mike Lindbeck grew up across the street from Edwin F. and Dorothy Peterson and was



good friends with Harry Heath, Edwin and Dorothy’s nephew. As a child, Mike made frequent visits to Martin, where his father worked in the factory, and Dorothy took him and Harry to the office with her. As a high school student, he spent his summers working at Martin and eventually joined the company’s Marketing department full time after graduating from college in 1981.



In 1980, Nancy Chambers was working for a distributor in Livonia, Michigan, when Martin acquired the business. She stayed on with Martin and became General Manager of what is now called Martin Vibration Systems & Solutions. Over the next several years, Mike and Nancy worked together professionally, and Mike moved to Livonia in 1986 to be closer to Nancy; the couple married in 1987.



Today, they are both Vice Presidents of Martin Vibration Systems & Solutions, based in Marine City, Michigan. The business focuses on application of new-generation pneumatic and electric vibrators and vibratory-conveying systems to improve material handling and plant efficiency. Mike handles the product development, marketing and sales, and Nancy makes sure the business operates efficiently and productively.

The couple has devoted more than 30 years to Martin because they believe in its products and services. They also credit Ed and Pat's generosity to Martin employees as one of the reasons for the company's long-term success. Nancy considers Ed to be a mentor, who has challenged her to reach her full potential. She appreciates Ed's willingness to share his life lessons to help her professionally and personally. In addition, Mike values Ed's openness to embracing change – including new technology – which has helped increase their business' productivity.



### **BUILDING THE MARTIN BRAIN TRUST**

As Ed continued to grow the business through an expanding distributor and licensee network, he also invested heavily in research and development and worked

on building the Martin brain trust – a team of innovative thinkers and engineers who would help develop and patent new inventions that provided solutions for the bulk-materials-handling industry.

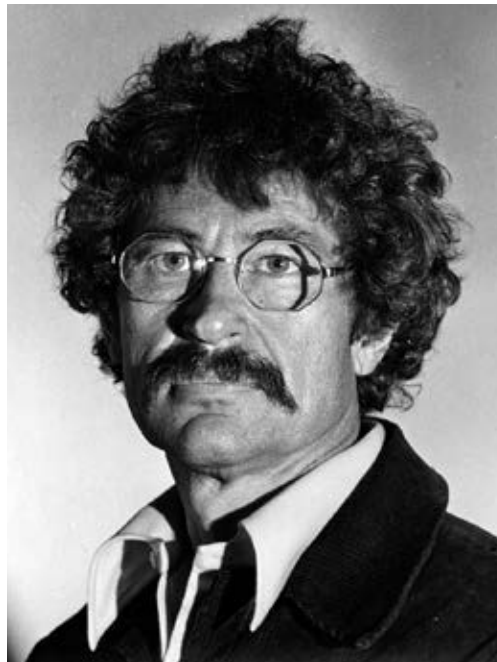
His team already included Pete Fischer and Dick Stahura Sr. In 1979, Todd Swinderman joined Martin as a Product Engineer in Conveyor Products. Todd had earned his Bachelor of Science degree in Mechanical Engineering at the University of Illinois in 1971. His interest in machine design and gift for creative thinking dovetailed perfectly with the proven talents of Ed, Pete and Dick Sr. Working with the team, Todd was instrumental in developing technologies that solved problems in bulk-materials handling in new, inventive ways.

Todd excelled at observing and listening to a variety of customers' needs and arriving at common solutions. Workers in cement plants and steel mills each had their own set of problems, unique to their industries, yet Todd was able to come up with solutions that would serve both industries equally well. This integrative thinking afforded Martin products exposure in multiple markets. As Todd moved into other leadership roles within the company over the years, he continued to conceive

and create innovative Martin products that would become the industry standard for design and performance.

### **MARTIN ADDS BELT CLEANERS TO PRODUCT LINE**

After long experience promoting the use of vibration in the bulk-materials-handling industry, Dick Stahura Sr. began to experiment with ways to control fugitive material on belt conveyors. If not properly





### TODD SWINDERMAN

Todd Swinderman, a native of Kewanee, Illinois, studied Mechanical Engineering at the University of Illinois, receiving his Bachelor of Science degree, with an emphasis in Machine Design, in 1971. Todd began his career at Martin in 1979 as a Product Engineer in Conveyor Products. After just five years, he was promoted to Vice President and General Manager, serving in these capacities from 1984 to 1987. He served as President of Martin from 1987 to 1998 and President and CEO from 1998 to 2005. From 2005 to 2009, he was Chief Technology Officer and served as Chief Technical Director in 2010. Todd retired from Martin in 2011, after more than 30 years in the industry, and after guiding Martin through a period of tremendous growth and expansion in the international marketplace, establishing representatives and licensees around the world.

During his time at Martin, Todd worked closely with Ed to help the company strengthen its research and development team, considered to be one of the best in the industry. In 2005, Todd shared his vision with Ed about building a research and development center on the Neponset campus. After three years of planning and construction, the Center for Innovation (CFI) opened in 2008. This part-pure-science, part-industrial-product development center is a one-of-a-kind facility attracting customers from around the world, who learn new processes and collaborate with Martin's research and development team to solve industry problems.

Todd was responsible for developing technologies to solve problems in bulk-materials handling and for positioning Martin as a leading global resource to help industries operate with cleaner, safer and





more productive bulk-materials-handling systems. As an engineer and inventor, Todd conceived and commercialized products that have been accepted in applications across industries and around the world. He developed a number of proprietary systems in the company's product offerings that have become the industry standard for design and performance. He holds more than 140 active patents in 12 countries.

Recognized throughout the industry for the depth of his knowledge in bulk-materials handling, Todd was one of the principal authors of Martin's *FOUNDATIONS™* series of non-commercial books, designed to be a practical resource for cleaner, safer, more productive dust and material control. He has written more than 30 articles and technical papers and presented at leading industry conferences on problems and solutions in bulk-materials handling, including conveyor

design, safety and methods of fugitive material control.

Todd was also instrumental in developing consistent standards for the industry in his work with the Conveyor Equipment Manufacturers Association (CEMA), particularly CEMA Standard 550: Bulk Materials and CEMA Standard 575: Impact Beds. The former Martin president and CEO edited the 2014 7th edition of CEMA's *BELT CONVEYORS for BULK MATERIALS*, the preeminent design guide for conveyors. Today, Todd shares his expertise with Martin as an independent consultant.

**United States Patent** [19] [11] **4,236,628**  
**Stabara** [45] **Dec. 2, 1980**

[54] **CONVEYOR SKIRT BOARD AND HOLDER** 3,707,222 12/1972 Hartley 198/836

[75] Inventor: **Richard Stabara**, Indiana, Pa.

[73] Assignee: **Martin Engineering**, Neponset, Ill.

[21] Appl. No.: **69,163**

[22] Filed: **Aug. 23, 1979**

**Related U.S. Application Data**

[63] Continuation of Ser. No. 878,236, Feb. 16, 1978, abandoned.

[51] Int. Cl. 1 ..... **B65G 47/04**

[52] U.S. Cl. .... **198/835; 198/836; 222/163; 222/286**

[58] Field of Search ..... **198/525, 540, 547, 550, 198/557, 616, 836, 530, 532, 534; 222/163, 285, 286**

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 1256691 12/1971 United Kingdom 198/836

**Primary Examiner**—Joseph E. Valenza  
*Attorney, Agent, or Firm*—McWilliams, Mann & Zummer

**ABSTRACT**

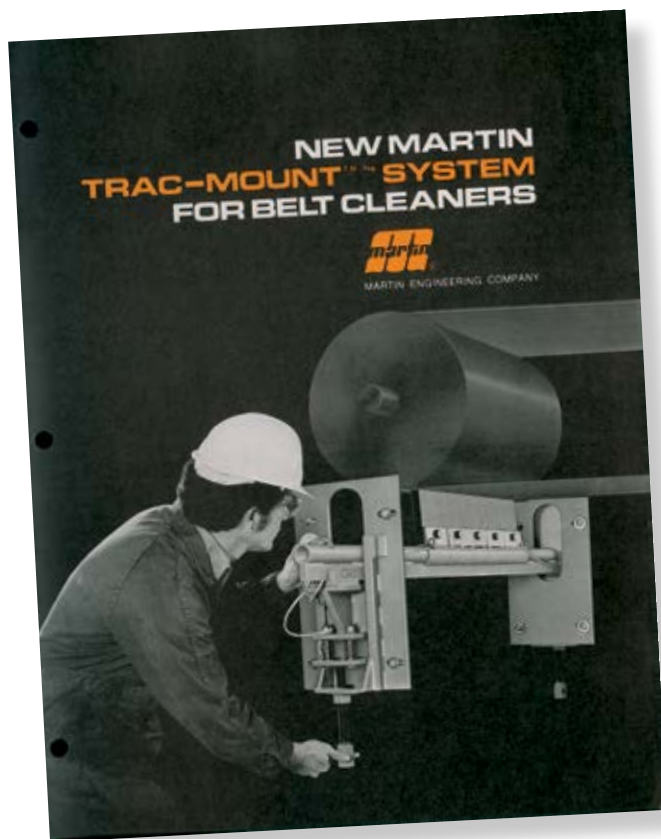
[57] A skirt board and installation arrangement adapted effectively to seal a moving conveyor belt, including skirt board sections interlocked with each other and individually adjustable and removable for replacement, which can be accomplished easily without major tools and without stopping the conveyor belt. The skirt board sections are simple to install individually, or by groups and these operations may be performed while the conveyor belt continues to run and when installed, maintains a proper and effective seal with the belt.

**10 Claims, 7 Drawing Figures**

*You've Always Had Faith In Me  
 More Than Any Other Man.  
 My True Reward Is Your  
 Friendship.  
 Dick Stabara*

contained, this material can spread throughout the facility as spillage, carryback and dust – reducing efficiency, shortening equipment life, raising costs and endangering workers. Reducing the amount of material that slipped from the belt would mean a cleaner plant and a safer environment for workers. His experiments had shown that the best way to reduce spillage was through effective belt cleaning and maintenance.

Dick Sr. convinced Ed that belt cleaners were a natural fit with their vibration product lines. In 1977, Dick Sr. and Martin's research team introduced a revolutionary new approach to conveyor belt maintenance with the TRAC-MOUNT® Belt Cleaner. It was the first easy-to-service engineered conveyor belt cleaner, designed to control carryback and improve conveyor efficiency and plant safety. Mounted on the face of the conveyor head pulley, this system peels off loose fugitive material that often makes up carryback. It opened up a whole new



**NEW MARTIN  
TRAC-MOUNT™ SYSTEM  
FOR BELT CLEANERS**



engineered “hammer maintenance” sealing system for conveyor transfer points. Designed to contain and prevent the escape of dust and fine materials off the sides of the belt, this system minimizes waste, reduces damage to the belt and makes the plant cleaner and safer. Martin’s TRAC-MOUNT® Belt Cleaning System was introduced in 1981. This was the first

revenue stream for Martin, diversifying and expanding its product line beyond solely vibration equipment.

Martin continued to add to its conveyor belt product line during an extremely productive period, developing new conveyor belt technology and related products throughout the 1980s and 1990s. Introduced in 1980, the TRAC-MOUNT® Skirtboard Sealing System was the first

**Challenge  
Martin Engineering  
to solve your toughest  
material flow problems**

— Dual TRAC-MOUNT® Conveyor Belt Cleaner —

- Reduces housekeeping by eliminating carryback.
- Improves conveyor efficiency by keeping all conveyed material in the system.
- Improve conveyor safety by preventing hazardous fugitive materials.

**BIG BLASTER® Air Cannons**

- Increase production because materials flow continuously.
- Reduce maintenance costs because of simplified design with few moving parts.
- Reduce operating costs because manual labor is eliminated.

**T.M. Skirtboard Dust Sealing System**

- Reduces housekeeping by eliminating material spillage.
- Simplifies maintenance because adjustment can be made with the tap of a hammer.
- Reduces replacement costs because individual 6 inch segments are replaced rather than long strips of rubber.

All Martin products carry a satisfaction guarantee, including our complete line of pneumatic, electric, and hydraulic vibrators.

**Your Authorized Martin Distributor in Illinois —**

<b>Chicago Vibrator Products, Inc.</b> 8200 S. Archer Avenue Willow Springs, IL 60480 (312) 839-9600	<b>Mine &amp; Process Service, Inc.</b> P.O. Box 494 Kewanee, IL 61443 (309) 862-6629
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# FAMOUS FIRSTS

**1974: BIG BLASTER® Air Cannon System –**

First low-pressure pneumatic blasting system to induce flow from storage vessels

**1980: TRAC-MOUNT™ Skirtboard Sealing System –**

First engineered hammer maintenance sealing system for conveyor transfer points

**1981: TRAC-MOUNT™ Belt Cleaning System –**

First easy-to-service engineered belt cleaning system

**1986: DURT HAWG® Belt Cleaners –**

First one-piece molded urethane belt cleaning system

**1987: First wear slits** introduced to maintain cleaning edge on urethane belt cleaner blades; now available on many MARTIN® conveyor belt pre-cleaners

**1987: GUARDABELT™ Impact Cradles –**

First use of bar support cradles to improve sealing below conveyor loading zone

**1990: GUARDASEAL™ Support Cradles –**

First use of bar support cradles to support belt edges, eliminating sag

**1990: PIGLET™ Belt Cleaning System –**

First food-grade system that eliminates carryback on small-scale conveyor belts

**1990: CARP – Constant Angle Radial Pressure blades –**

First pre-cleaner blades engineered to provide constant cleaning angle throughout blade life

**1991: First industrial electric vibrators with three-year guarantee**

**1991: Martin FOUNDATIONS™ workshops –**

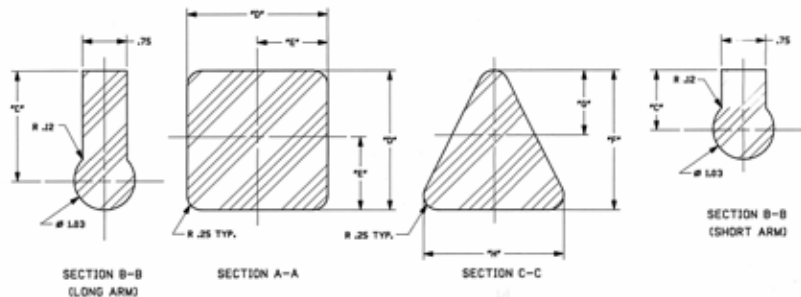
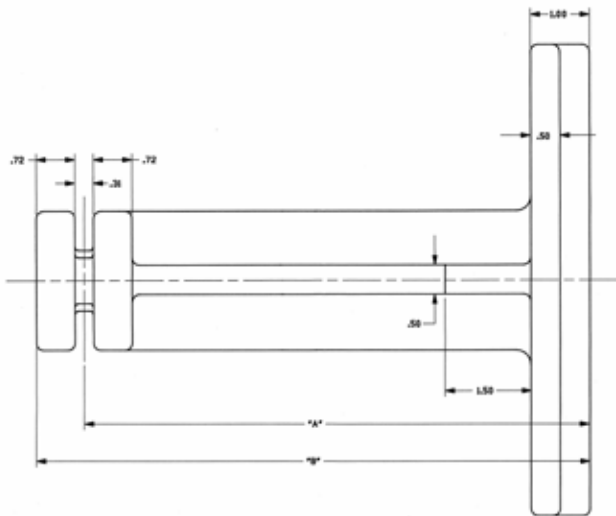
First training seminars for industry personnel taught by Martin experts, originally called Operations and Maintenance of Clean and Safe Belt Conveyors

**1991: Martin FOUNDATIONS™ book –**

First book published on improving conveyor performance through control of fugitive material

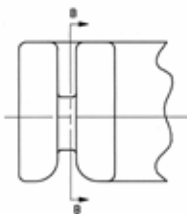
**1994: First belt cleaner blades available in color-coded high-performance urethanes to match application requirements**



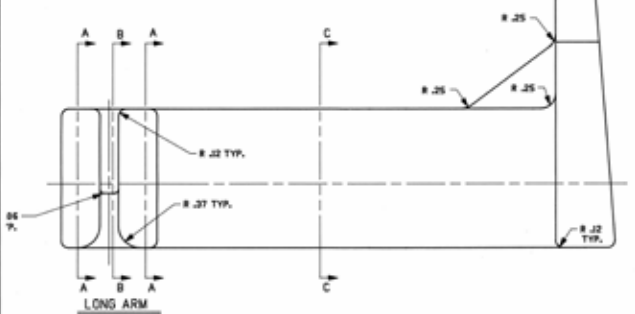
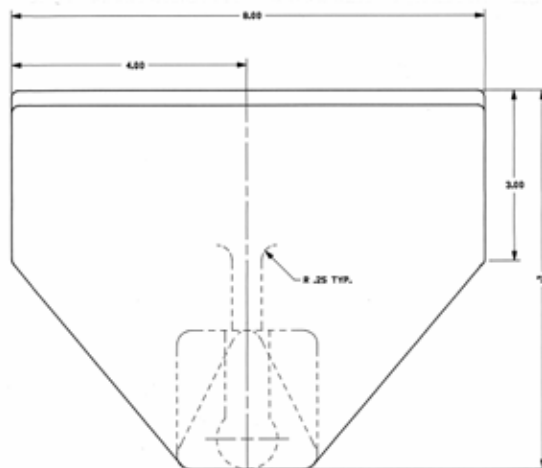


## NOTE:

- 1.) SEE DRAWING NO. D-29634 FOR MOLDING MEDALLIONS.  
 2.) MATERIAL IS TO BE 90 DUROMETER, POLYURETHANE, ORANGE COLORED, EQUIVALENT ENGINEERING PROPERTIES TO CYANAPRENE A-9 FLAME RETARDANT COMPOUND. SEE A-30325 FOR SPECIFICATIONS.  
 3.) SEE DRAWING NO. B-27986 FOR ENGRAVING DETAILS.  
 4.) FIRST "X" IN P/N = (L.) LONG OR (S.) SHORT. LAST "XX" IN P/N = COUNTRY ARMS ARE MADE IN.



SHORT ARM



LONG ARM

△ CHART 1

PART NO.	COUNTRY
D-27985-LXX	UNITED STATES
D-27985-SXX	ENGLAND
D-27985-XSA	SOUTH AFRICA
D-27985-XAS	AUSTRALIA
D-27985-XSM	GERMANY

△ CHART 2

DIM.	PART NO. 27985-LXX	PART NO. 27985-SXX
1"	6.50	6.50
1/2"	3.27	6.87
3/4"	1.87	1.80
5/8"	2.37	2.00
1/2"	1.80	1.80
3/4"	2.37	2.00
1/2"	1.80	1.80
3/4"	2.37	2.00
1"	6.50	6.50

SUPERSEDED  
 BY SAME  
 1-22-89

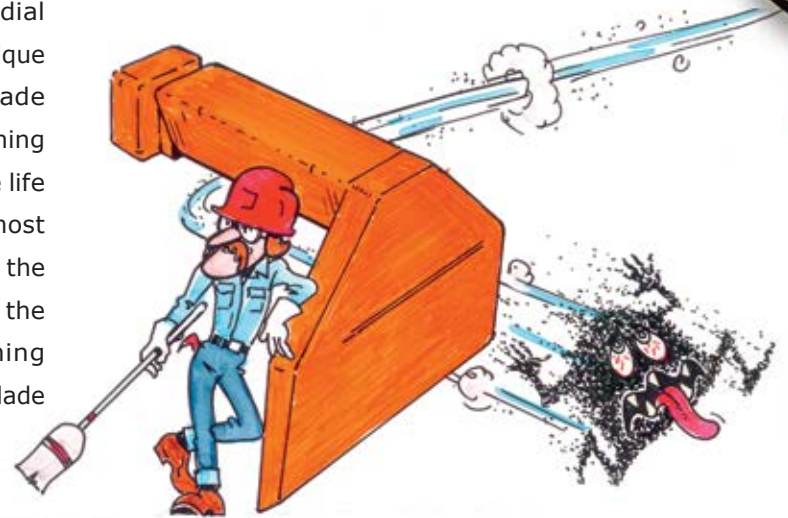
8	CHANGED DIM. "D" FROM 2-3/32" ECN #2665	12/15/88	JBC/K	Copyright 1988 Martin Engineering Company. All rights reserved. Covered by U.S. and foreign patents pending and issued. ® and TM indicate trademarks of Martin Engineering Company.
D	REVISE COLOR SHIP 004	12-23-87	RAB	MARTIN ENGINEERING COMPANY
C	ECN 2186 ADD SPEC	5-22-86	PK	RESPONSIBLE U.S. ENGINEER
B	ADDED NOTES 4.3 AND CHART 1 ECN 1888	1-3-85	TCV	DRAWN
A	REVISED & REDESIGNED ECN 1470	4-23-85	TCV	CHECKED
NO.	DESCRIPTION	DATE	BY	SCALE
	REVISIONS			1:1
				DURT HAWK® CLEANER ARMS
				DRAWING NO. D-27985-XXX



engineered belt-cleaning system designed to clean conveyor belts of fugitive material. Keeping the belt clean reduces buildup and wear and tear, along with keeping the entire operation cleaner and safer. Martin released DURT HAWG® Belt Cleaners in 1985, the first one-piece molded urethane belt-cleaning system in the industry. The DURT HAWG® one-piece design could withstand tough, high-volume conditions and made blade replacement simple and quick. Continuing to refine and innovate its product offerings, Martin introduced the Constant Angle Radial Pressure (CARP) blade in 1990. This unique design was the first pre-cleaner blade designed to maintain a constant cleaning angle and pressure on the belt for the life of the blade and is now standard on most Martin belt-cleaning systems. Because the blade maintains uniform contact with the belt, it delivers consistent cleaning throughout the blade life, even as the blade wears down.

### MOVIE ABOUT DURT SOLIDIFIES MARTIN'S CREDIBILITY

In 1983, Dick Stahura Sr. began to explore new ways to help companies understand the problems and costs associated with fugitive material on conveyor belts. He knew that visuals can be a powerful and persuasive teaching tool. Together with Todd Swinderman and Mike Lindbeck, the trio created a 20-minute video that explained the causes and effects of spillage: dust and dirt that escape from conveyor systems – which Dick Sr. dubbed “durt” – and how Martin products can provide a solution. Serving as an extension of Martin’s THINK CLEAN® philosophy,







### **HOLLY AND DICK STAHURA JR.**

Dick Stahura Jr. knows a lot about the value of family to a business. As a young boy, he was introduced to Martin Engineering through his father, Dick Stahura Sr. While still in college, Dick Jr. joined Martin working summers as a sales representative in Europe and North America. After college, he worked in the family business, The Stahura Company, with his father, Dick Sr., and Uncle Jim in Pittsburgh, Pennsylvania. In 1977, he started his own business with his wife, Holly. They now own and operate Stahura Conveyor Products, Inc., an exclusive Martin distributor that provides a full suite of conveyor, belt-cleaner, transfer-point and dust-control solutions. Dick Jr.'s brother, Mike, also works in the business. Today, Stahura Conveyor Products, Inc., with a staff of 80 employees, solves material-spillage issues, installs and maintains equipment and adheres to the Martin mission of making bulk-materials handling safer, cleaner and more productive.

“DURT...the Movie” features footage from plants all around the world. This non-commercial film was a popular tool for educating bulk-materials-handling professionals and distinguished Martin as a leader in providing solutions for cleaner, safer plant environments.

### **PLANT EXPANDS MULTIPLE TIMES TO MEET DEMAND**

In 1985, in response to robust sales of its products, Martin built an addition on the south end of its main building; a 23,000-square-foot, two-story addition on the north end was completed in 1988. The expansions doubled Martin’s manufacturing and office space.

In 1995, a 20,000-square-foot addition brought the plant to more than 130,000

square feet of floor space, housing sophisticated engineering, research and development, machining and urethane molding capabilities. The company also implemented an enterprise-wide software system that controlled order entry, manufacturing, inventory and accounting, long before digital record keeping became commonplace.

### **INTERNATIONAL PRESENCE GROWS RAPIDLY**

Martin’s foothold in international business was established in the early 1950s when founder Edwin F. Peterson introduced the company’s products in England and Sweden. From 1979 to 1991, Martin rapidly achieved further global expansion. Martin Mexico was founded in 1985, becoming the company’s first international business





MARTIN - ENTREPRENEURIAL LEADERSHIP



OF AN AMERICAN FAMILY BUSINESS

MARTIN ENGINEERING 1990S



*TODD, ED & GÖRAN OTTOSSON*

unit outside the United States. Martin's European headquarters was established in 1987 as Martin Engineering GmbH in Wiesbaden, Germany, moving to Walluf in 1991. In 1989, the Brazilian business unit was founded in Campinas.

### **SERVICE COMPONENT ENSURES QUALITY**

From the beginning, Martin Engineering has been confident of the quality of its products but realized that if they were not installed or maintained properly on site,



*ALAN HIGHTON, TERRY BROOKS, BILLY TARVER AND TODD BLACKBURN*

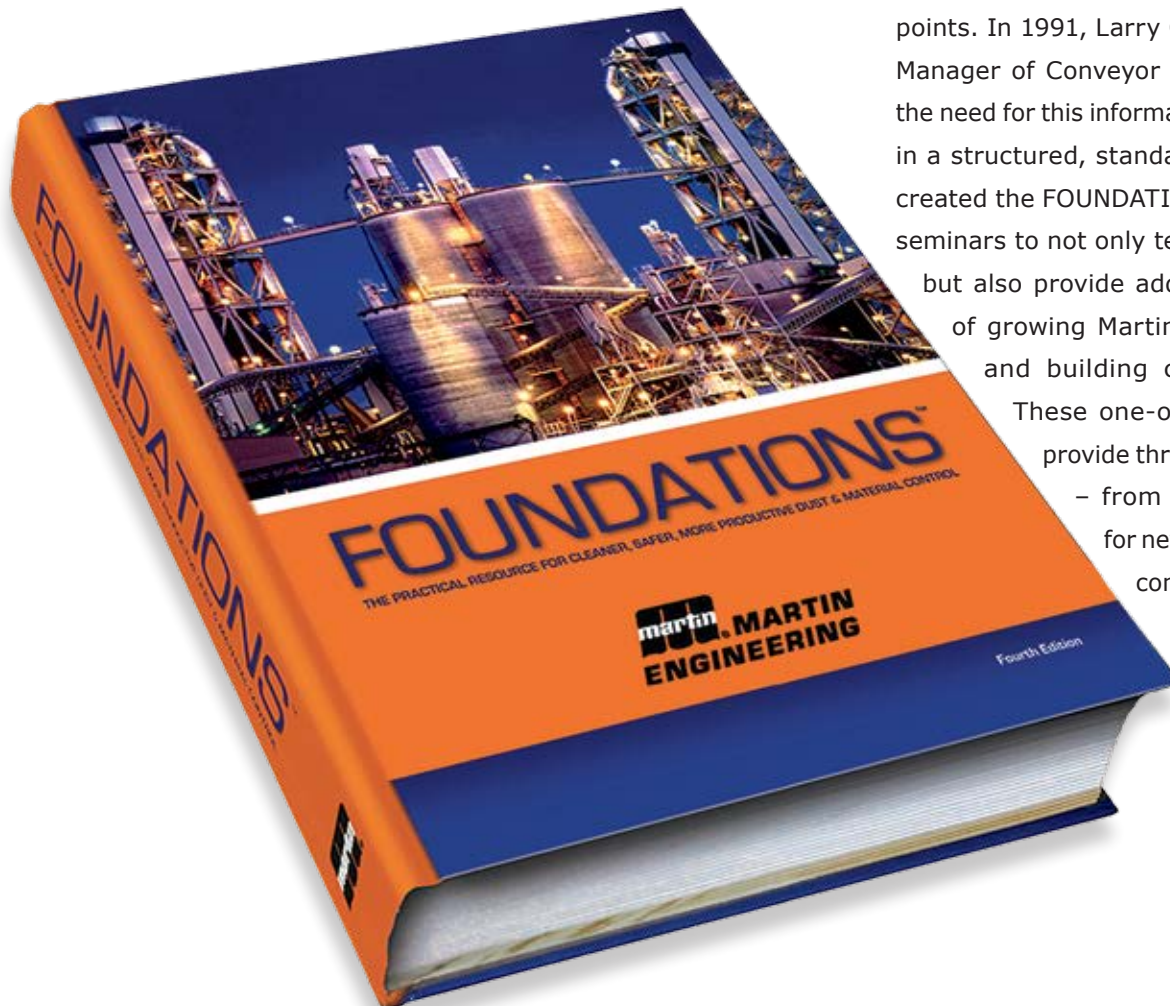
a customer's entire system could fail. To address these potential risks and prevent them from occurring, the company added a services division in 1986, a field group christened Martin Services. Factory-trained specialists provide guaranteed

engineering, installation, contracted and scheduled conveyor maintenance, silo cleaning and laser conveyor surveying to customers all over the world. Customers benefit from being able to build a working relationship with a familiar technician they

can trust who has single-source responsibility to meet their needs. This has simplified communications for customers and helps them reduce downtime by ensuring quick resolution of their problems.

## **FOUNDATIONS™ TRAINING PROGRAMS EDUCATE AN INDUSTRY**

As industry-leading experts, Martin was in a prime position to teach industry professionals about the philosophy and technologies necessary for preventing dust and spillage from conveyors and transfer points. In 1991, Larry Goldbeck, Martin's Manager of Conveyor Technologies, saw the need for this information to be available in a structured, standardized format. He created the FOUNDATIONS™ educational seminars to not only teach these lessons but also provide added-value benefits of growing Martin's customer base and building customer loyalty. These one-of-a-kind seminars provide three levels of training – from basic information for new hires to advanced conveyor engineering.



Offered at Martin's headquarters in Neponset, Illinois, or customer locations worldwide, these programs continue to educate the industry and inspired the book that also bears the name *FOUNDATIONS™*.

### **FOUNDATIONS™ BOOK BECOMES TOP INDUSTRY RESOURCE**

After recognizing the success and popularity of the Martin *FOUNDATIONS™* training programs, the company looked for additional ways to help educate and serve its customers and to reach more people throughout the industry with its message of cleaner, safer bulk-materials handling. A group that included Larry Goldbeck, Todd Swinderman and longtime Martin technical writer Andy Marti floated the idea to Ed of using the *FOUNDATIONS™* training programs as the basis for a bulk-materials-handling textbook. Ed liked the idea, and it fell to Andy Marti to get the project started. Working as a team, the group put together the first



150-page edition of the Martin *FOUNDATIONS™* book, published in 1991.

With each subsequent edition, the book has increased in size and scope. The fourth edition of *FOUNDATIONS™* was published in 2009 and is the most comprehensive volume yet. At nearly 600 pages, it provides valuable education and

### **EXECUTIVE EAGERLY AWAIT'S FOUNDATIONS™ BOOK**

Martin President and CEO Scott Hutter considers the *FOUNDATIONS™* book series a valuable resource, and he has seen first-hand how well-respected it is throughout the industry. During a meeting with an international client, Scott mentioned that Martin had recently published the fourth edition of its *FOUNDATIONS™* book. The executive retrieved his own well-used copy of *FOUNDATIONS™ 3* from his bookshelf and referred to the book as his "bible"; Scott noticed the book had written notes on many of its dog-eared pages. The executive seemed truly excited about receiving the new fourth edition as soon as it became available.







## THIRD-GENERATION PETERSONS

Hard work and honesty are at the core of the code of ethics Ed and Pat instilled into their children from an early age. Through first-hand experiences on the job at Martin, the children learned valuable lessons about business, family and life.

Their early memories include trips to the office on the weekends with their dad. While he worked, the children played “secretary,” climbed rafters in the shipping department or enjoyed a snack of peanut butter toast in the break room. As they grew up, they were given the simple jobs of watering the plants, sorting mail or collating product catalogs. Later responsibilities involved painting the company cafeteria, cleaning restrooms and washing windows.

Although Ed traveled a great deal, Pat worked hard to have regular sit-down family dinners so that everyone could visit and catch up on each other’s lives. Table conversation was often about whatever was currently happening with the family business. The children gained an understanding of and appreciation for business that helped shape and guide their future careers.

Because Martin was a big part of Peterson family life, it seemed natural to the children that vacations were combined with business trips. The family enjoyed travels throughout the United States, Canada, Europe and South Africa, where they also visited customers, distributors and employees. The youngsters were expected to behave properly and conduct polite conversations with the adults. In addition to visiting wonderful places around the world, these early experiences taught the children to be comfortable in any social situation.

With their well-grounded upbringing, the five Peterson children grew up and began professional and personal lives away from Neponset but returned in the 1990s. From 1991 through 2002, all but one of Ed and Pat’s five children, and their spouses, played an active role in the company and helped contribute to the company’s success. Edwin C. was active in the Sales and Marketing department; Amy directed advertising; Heidi led the company’s strategic planning; and Jennifer guided Martin’s Human Resources department. The spouses of Heidi, Amy, Jennifer and Sarah also worked in Martin’s Sales and Marketing department.

information for industry professionals – with detailed instructions, photos and illustrations – and has been translated into four languages. Available in hard cover or digital versions, the latest edition has an increased emphasis on safety, dust control, the human factor in the control of fugitive material and the payback in cost-efficiencies for improving bulk-materials-handling systems.

Originally designed to accompany and enhance the FOUNDATIONS™ training programs, the book has become the go-to resource for professionals in bulk-materials handling for more than 20 years. Authored by Martin experts, this non-commercial in-depth book series is now recognized as the authoritative reference on ways to improve belt-conveyor operation and safety through the control of fugitive material.

Wednesday,  
November 26, 1997

## Martin Engineering wins Family Business of Year

NEPONSET — Martin Engineering, Neponset, has won the 1997 Illinois Family Business of the Year Award.

The award, sponsored by the Loyola University Chicago Family Business Center and the Arthur Anderson Center for Family Business, recognizes "the tremendous and positive contributions to the economy by family-run companies."

Martin Engineering received the award at the fourth annual Illinois Family Business Awards Dinner at The Westin Hotel, Chicago.

Martin Engineering was founded in 1944 by Edwin F. Peterson. Edwin H. Peterson, son of the founder, now is chairman of the board, and all five Peterson "third generation" children (and their spouses) now play active

roles in the company.

In the 1997 competition, a panel of judges selected 105 semifinalists from more than 800 nominees.

One winner and two finalists from each of the three categories (based on a company's number of employees) were announced at the ceremony.

Martin Engineering won in the largest category, for companies with 250 or more employees. In 1996, Martin Engineering was a semifinalist in the award competition.

Making the presentation at the award's dinner was keynote speaker Edsel B. Ford II, vice president of Ford Motor Company and president and chief operating officer for Ford Motor Credit Co.

Receiving the award for

Martin Engineering was a delegation including Edwin H. Peterson; Dorothy Peterson, widow of company founder, Edwin F. Peterson, board member, and mother of the chairman; Pat Peterson, company secretary and wife of the chairman of the board; Heidi Peterson Rumsey, director of corporate planning and development; and Edwin C. Peterson, area partner manager.

Martin Engineering is a world leader in solving problems in the handling of bulk solids. Headquartered in Neponset, the company now has 300 U.S. employees. Martin operates subsidiaries in Germany, Brazil and Mexico, and serves markets around the world through a network of licensees and authorized representatives.

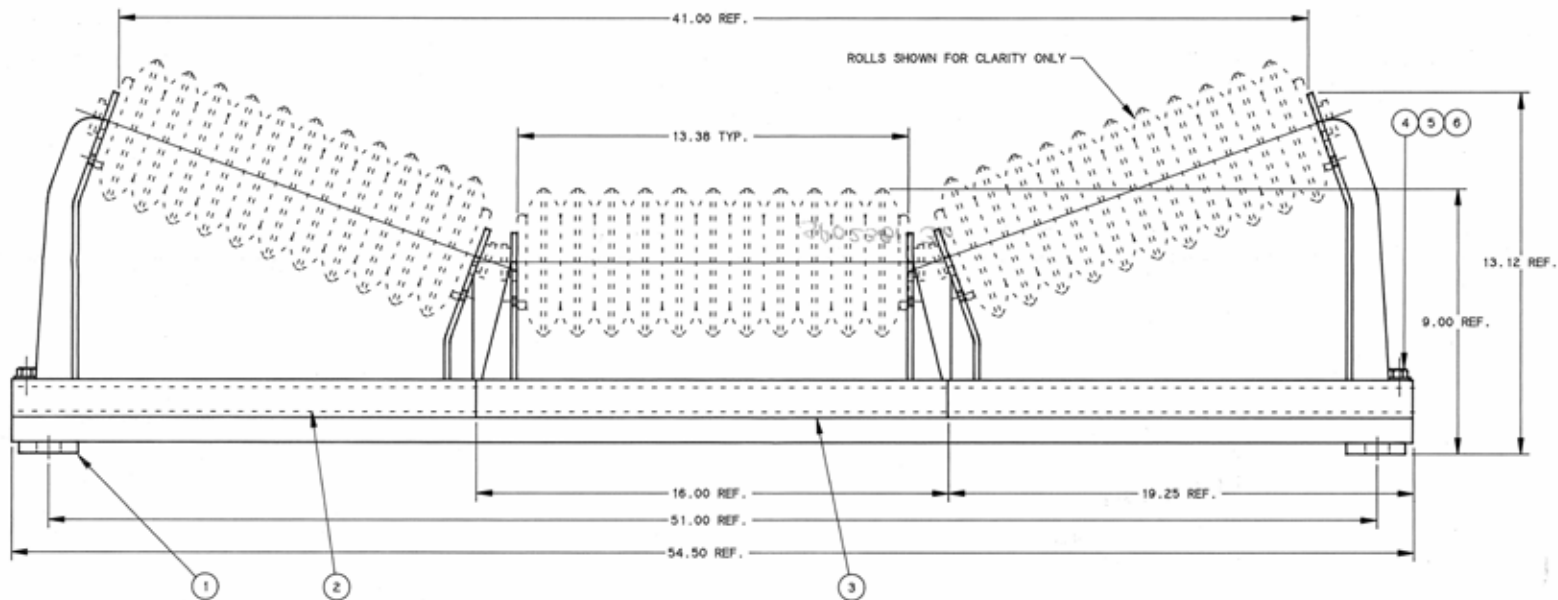
### MARTIN NAMED ILLINOIS FAMILY BUSINESS OF THE YEAR

The right combination of business acumen and family values led to Martin Engineering winning the Illinois Family Business of the Year in 1997, after placing as a semi-finalist in 1996. Loyola University Chicago and the Arthur Anderson Family Business Centers recognized and honored Martin for its innovative business practices and strategies, for successfully combining family and business, and for its contributions to industry and community. More than 800 businesses were nominated for the award; Martin won in the large businesses category of 250 or more employees.





ITEM	QTY.	DESCRIPTION	PART NO.
1	1	TRAC-WELDMENT	D-27626-07F
2	2	WING SLEEVE WELDMENT	SPO2381-03
3	1	CENTER SLEEVE WELDMENT	SPO2381-02
4	2	COMPRESSION WASHER	A-11750
5	2	LOCKING BOLT	A-26320
6	2	1/2" ST. STL. FLAT WASHER	A-19126



SUPERSEDED  
 DATE 03/26/96  
 REPLACED BY *Same Size + date*  
 ECN 1049 ARE

NOTE:

1.) ALL DIMENSIONS CONFORM TO SPECIFICATIONS DRAFTED BY CONVEYOR EQUIPMENT MANUFACTURERS ASSOCIATION (CEMA).

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MARTIN ENGINEERING COMPANY  
 NEPONSET, ILLINOIS USA

TITLE: TRAC-MOUNT IDLER FRAME ASSY.  
 FOR 36" BELT 20" TROUGH FOR C.C. "SDX" IMPACT ROLLS

DRAWN: TEV  
 DATE: 7-18-90  
 CHECKED: [Signature]  
 DATE: 7-17-90  
 I.E. [Signature]  
 DATE: 7-17-90  
 APPROVED: TTT  
 DATE: 7-18-90  
 SCALE: N.T.S.

NO.	DESCRIPTION	ECN	DATE	BY

DRAWING NO.	SP02381-36
CV-87	

**WARNING**  
OPERATE MACHINE  
WITH GUARDS ON  
AND DOORS CLOSED



MARTIN - ENTREPRENEURIAL LEADERSHIP

OF AN AMERICAN FAMILY BUSINESS

**“THE ONLY  
MISTAKE  
IS NOT**



LY  
WE MAKE  
TRYING.”

– ED H. PETERSON



## **SCOTT HUTTER, MARTIN PRESIDENT AND CEO**

Scott Hutter joined Martin Engineering as president in 2004, becoming its CEO in 2005 and joining the Board of Directors in 2014. Before coming to Martin, Hutter had worked at Montgomery Elevator Company (and its acquirer KONE) for more than 20 years. After receiving his B.A. in Business Administration from Augustana College, Hutter started at Montgomery as a Sales and Management Trainee and rose to Senior Vice President, New Equipment Business.

A firm believer that “people make the company,” Hutter was drawn to Martin because he felt the company valued



the individual. His compassion and people skills align well with a leadership style that focuses on core values of respect, trust, fairness and cultural diversity. During his time at Martin, Hutter has been instrumental in strengthening teamwork, opening communication and personal access channels and nurturing a supportive culture that empowers employees. Hutter wants Martin employees to be excited about the important role they play in making the bulk-materials-handling industry safer, more efficient and more productive. He encourages employees to be lifelong learners, believing that informed, knowledgeable employees will help keep Martin at the forefront in the development of innovative products and solutions.

Hutter has been instrumental in company restructuring, long-range strategic planning, global expansion and product diversification. To achieve consistency in operations and marketing across the entire company, he organized its international units into the company's corporate structure. Senior management personnel from all the business units convene three to four times a year for strategic planning, which has strengthened their working relationship and makes the entire company operate more efficiently and effectively. Hutter continues to be committed to increasing Martin's presence and profitability in the global marketplace, and he believes the company is well positioned to enjoy continued growth and success in the future.

## **COUGAR VIBRATION ACQUISITION**

After being competitors for more than 45 years, Martin acquired Cougar Industries in 2011. Based in Peru, Illinois, Cougar began manufacturing high-quality industrial vibrators in 1964. Its product line features a variety of equipment designed to aid in the flow of material from storage vessels. It also features DC electric truck vibrators, including Cougar® Pneumatic Piston Vibrators and Cougar® Ball Vibrators. This acquisition strengthened Martin's ability to quickly design, engineer and manufacture highly specialized vibrators for individual customer applications. In the future, Cougar Vibration will be known as Martin Vibration.



**COUGAR®**  
**VIBRATION**

A DIVISION OF MARTIN ENGINEERING



***martin***®

- BUSINESS UNITS
- MANUFACTURING
- SALES OFFICES
- DISTRIBUTORS
- LICENSEES

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# MARTIN'S GROWTH AROUND THE GLOBE

**1950s-1960s** Edwin F. Peterson introduces Martin products abroad, with sales to Japan, the U.K. and Scandinavia, beginning with Sweden

**1972** Martin Engineering Japan, Ltd. is established as a joint venture with Torii Shokai, Ltd., Tokyo, Japan

**1975** Martin begins introducing its products into South Africa

**1979** Engineering Services and Supplies (ESS), Currumbin, Australia, becomes a licensed manufacturer

**1980** Martin incorporates its first company-owned sales office in Livonia, Michigan; now operating in Marine City, Michigan, as Martin Vibration Systems & Solutions (Martin Engineering Michigan, Inc.)

**1985** Martin Mexico is established as Martin Engineering S. de R.L. de C.V., in Chihuahua, Mexico

**1986** Martin establishes distributor representatives for its products in Santiago, Chile

**1987** Martin Europe is established as Martin Engineering GmbH, in Walluf, Germany; the European headquarters manages business units in France, England, Turkey and Italy, and branches in Spain and Russia

**1989** Martin Engineering expands further into Latin American market, opening a sales office in Vitória, Brazil

**1993** Martin begins a partnership with Indonesian distributor PT Suprabakti Mandiri

**1995** Martin establishes a sales presence in San Sebastian, Spain, as Martin Engineering Spain, a branch of Martin Europe

**1998** Martin begins serving customers in China through its sales representatives

**2000** Martin France is established as Martin Engineering S.A.R.L. of Colmar, France

**2002** Martin Indonesia is established as Martin Supra Engineering in Jakarta, Indonesia, in a joint venture with PT Suprabakti Mandiri



**2003** Martin acquires South Africa's leading conveyor products supplier, Scorpio Conveyor Products, and establishes Martin South Africa as Martin Bulk Handling Solutions (Pty), Ltd., now headquartered in Witbank, South Africa

**2003** Martin U.K. is established as Martin Engineering Limited, Nottingham, England, United Kingdom

**2004** Martin makes inroads in India through licensee partnerships

**2005** Martin USA is established to handle all North American operations

**2005** Martin Turkey is established as Martin Engineering Ith. Itr. ve Tic. Imalat. Ltd. Sti., in Istanbul, Turkey

**2005** Martin China is established as Martin Engineering (Kunshan) Co., Ltd.; moves to a new, larger facility in Kunshan, Jiangsu Province, in 2012

**2006** Martin establishes distributor representatives for its products in Bogotá, Columbia

**2008** Martin Brazil is established as Martin Engineering Ltda., in Campinas, Brazil; it serves as the headquarters for Martin Latin America, with business units in Mexico and Peru

**2008** Martin establishes distributor representatives for its products in Quito, Ecuador

**2010** Martin Peru establishes an office in Arequipa, Peru, and opens an office in Lima in 2011

**2011** Martin India is established as Martin Engineering Company India, Private Limited, in Pune, India

**2011** Martin Engineering acquires Clean Cat Conveyors

**2011** Martin acquires Cougar Industries, based in Peru, Illinois, USA

**2013** Martin establishes a sales presence in Russia as Martin Engineering Russia, a branch of Martin Europe

**2013** Martin acquires the energy services sector business of its former distributor, Hi-Tech International S.r.l., now Martin Engineering SRL Italy, in Gorgonzola, Italy, a branch of Martin Europe

**2013** Martin acquires TNJ Industries, based in Phoenix, Arizona, USA



# WE ARE

## **GROWTH YEARS**

To continue on a successful path of growth and expansion, Martin scouted opportunities in new industries and invested heavily in research and development, looking for innovative ways to diversify its product offerings. Martin USA was created in 2005 to manage all of Martin's North American operations. The USA business unit oversees a network of factory-direct representatives and authorized dealers and distributors, which provides personalized services to Martin customers. Of the unit's current 200+ employees, about 85% work at Martin's world headquarters in Neponset, Illinois; 15% work in sales and service roles throughout the United States and Canada. As of 2014, the USA business unit accounted for about half of total sales for the company.

With success firmly realized in North America, Martin increased its focus on raising its international profile and growing

its global market share. Martin's strategy included solidifying its international presence through the strong support of its existing domestic and international business units, making key acquisitions and establishing a broad network of new business units, licensees, distributors and dealers in growing markets. Each Martin international business unit is operated largely by local staff. While adhering to Martin values, employees are given the freedom to conduct business in keeping with that country's culture, business practices and laws.

Martin is the only company in its industry to establish international manufacturing facilities. This advantage, along with its continuous process improvement initiative, has allowed the company to maintain a unique competitive edge in the materials-handling industry.

# MARTIN!



MARTIN CORPORATE

MARTIN – ENTREPRENEURIAL LEADERSHIP

## PROBLEM SOLVED GUARANTEED

89



MARTIN USA

OF AN AMERICAN FAMILY BUSINESS

# SOMOS MARTIN PROBLEMA RESUELTO GARANTIZADO

## HIGHLIGHTS OF KEY MARKET GROWTH

### LATIN AMERICA

Martin Engineering has had a presence in Latin America since 1985, when it opened Martin Mexico. Established as Martin Engineering S. de R.L. de C.V., in Chihuahua, Mexico, it was the first business unit Martin opened outside of the United States. Today, Martin Mexico has a staff of 35+ employees and concentrates its efforts in the mining and cement industries.

In 1989, Martin Engineering opened a sales office in Vitória, Brazil, site of the country's largest steelmaker, then known as Companhia Siderúrgica de Tubarão (Steel Company of Tubarão, or CST). Martin then bid on and won the installation and conveyor maintenance contract for the

company, which is now ArcelorMittal Tubarão. The steel company manufactures finished steel products such as hot-rolled plates and coils, accounting for about 10% of the world's steel production. Martin Brazil employs a staff of over 200.

Brazil is also home to Martin's largest customer in the world, Vale – a multinational diversified metals and mining corporation – a Martin customer since 1989. The mining company is one of the largest producers of iron ore and pellets, with a strong presence in the production of nickel, copper, fertilizers, manganese and ferroalloys; Vale also operates hydroelectric power plants and facilities across Brazil. Martin is Vale's preferred supplier and





# SOMOS MARTIN PROBLEMA RESOLVIDO GARANTIDO



holds multiple service contracts with the company, servicing over 450 of its conveyors, including those at its largest mine in Carajás.

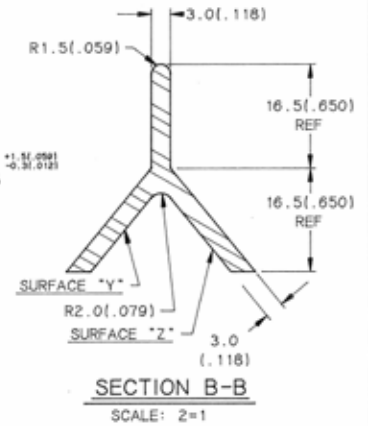
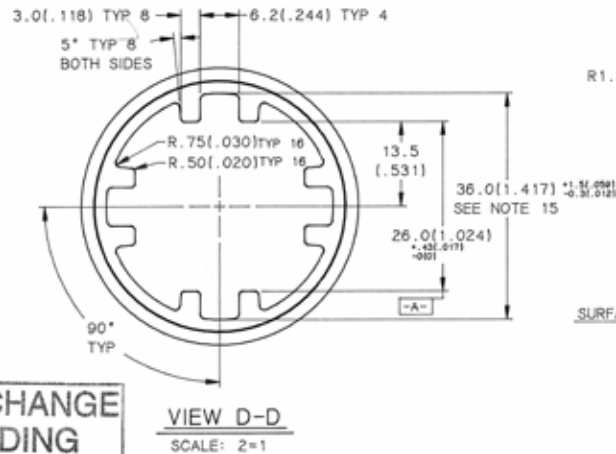
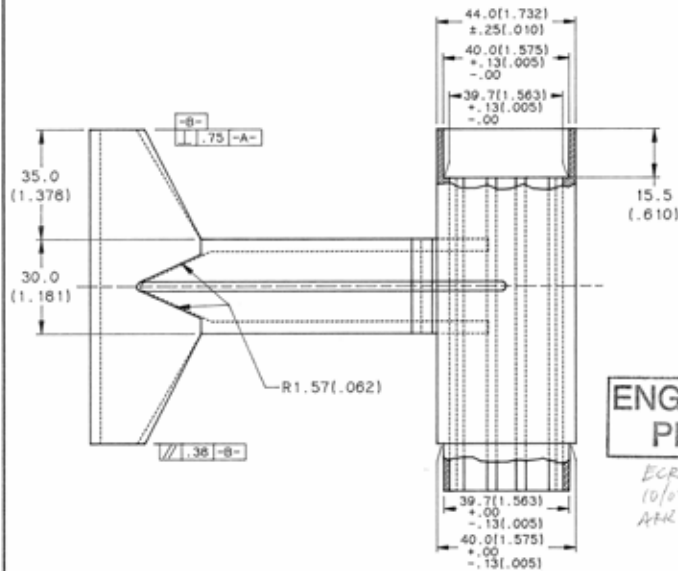
In 2008, Martin built a new facility in Campinas, Brazil, allowing it to expand its inventory and manufacturing capabilities. The facility is home to an engineering center and manufacturing, sales, marketing and accounting activities for the company.

Martin Latin America sales representatives also serve customers in Chile, Argentina, Columbia and Ecuador.

Martin Peru opened sales offices in Arequipa in 2010 and in Lima in 2011, with a combined staff of 21. The company has divided the country into five territories to facilitate sales and track activities, providing conveyor products and flow aids to the cement and mining industries. Long-

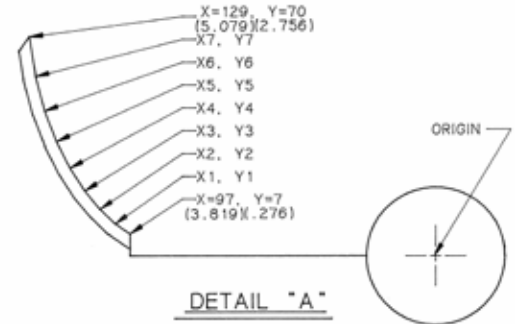
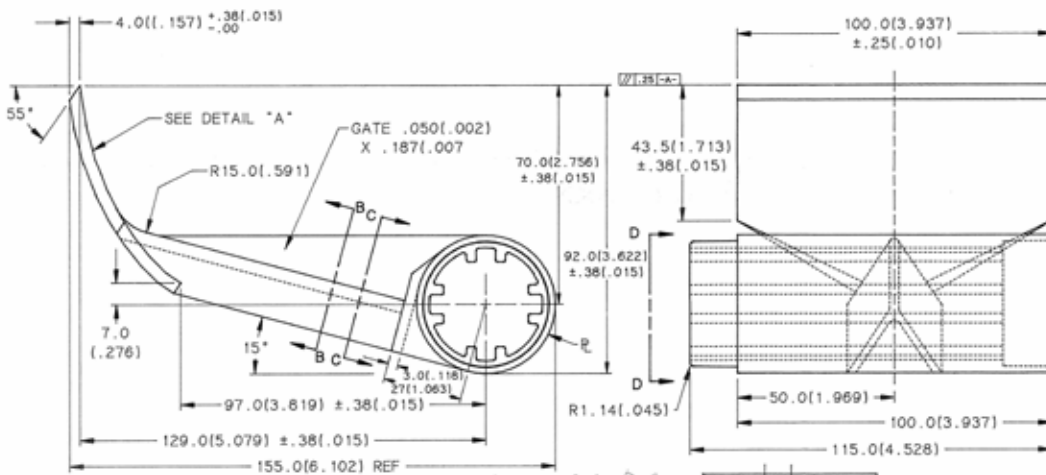


C-31126-01P HIGH DENSITY POLYETHYLENE  
 C-31126-01N NYLON 6/6



ENG. CHANGE  
 PENDING

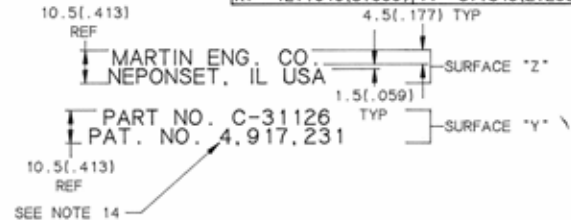
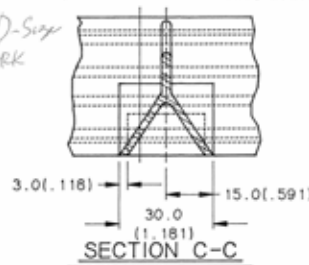
ECR 4485C  
 10/03/95  
 ARK



DETAIL "A"

COORDINATE CHART	
"X" COORDINATE	"Y" COORDINATE
X1= 101.776(4.007)	Y1= 10.261(.404)
X2= 106.566(4.196)	Y2= 15.062(.593)
X3= 111.397(4.386)	Y3= 21.041(.828)
X4= 116.069(4.570)	Y4= 28.250(1.112)
X5= 120.373(4.739)	Y5= 36.714(1.445)
X6= 124.092(4.886)	Y6= 46.426(1.828)
X7= 127.010(5.000)	Y7= 57.346(2.258)

Superseded by D-Six  
 ECR 6766 ARK



NOTE:

- 1.) ALL DIMENSIONS ARE IN MILLIMETERS(INCHES).
- 2.) MATERIAL: MUST BE FDA APPROVED (SEE CHART).
- 3.) COLOR: NATURAL
- 4.) CAVITY IDENTIFICATION TO APPEAR ON SURFACE "Y" OR "Z".
- 5.) ALL DIMENSIONS ±.13(.005) UNLESS OTHERWISE SPECIFIED.
- 6.) 1° MAXIMUM DRAFT UNLESS OTHERWISE SPECIFIED.
- 7.) SURFACES MAY INTERSECT WITH .25(.010) MAXIMUM RADIUS UNLESS OTHERWISE SPECIFIED.
- 8.) EJECTOR PIN MARKS TO BE FLUSH TO .25(.010) DEPRESSED.
- 9.) PART MUST BE FREE OF FLASH AND DEFECTS DETRIMENTAL TO APPEARANCE AND FUNCTION.
- 10.) ALL RADII MUST BLEND TO FORM SMOOTH CONTINUOUS CURVES OR SURFACES.
- 11.) GATE SIZE AND LOCATION MAY BE CHANGED THRU MUTUAL AGREEMENT BETWEEN MARTIN ENGINEERING CO. AND VENDOR.
- 12.) BEFORE VENDOR PROCEEDS WITH PRODUCTION, PREPRODUCTION SAMPLES MUST RECEIVE WRITTEN APPROVAL FROM MARTIN ENG. CO.
- 13.) CAVITY IDENTIFICATION MARKS REQUIRED WITH MULTIPLE CAVITY TOOLING.
- 14.) ALL LETTERING TO BE 4.5(.177) HIGH AND RAISED .38(.015) TO .50(.020).
- 15.) ON CORE THE PERMITTED DRAFT IS TO BE NO GREATER THAN 0°-30°.

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MARTIN ENGINEERING COMPANY NEPONSET, ILLINOIS USA		DESIGN C.A.N. DATE 1-15-92
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# WIR SIND MARTIN PROBLEM GELÖST GARANTIE

term plans include expanding into the coal-handling and rock/aggregate-processing industries, along with building engineering and manufacturing facilities to deliver the firm's complete range of bulk-materials-handling solutions.

## EUROPE

Martin first began expanding its reach into Europe by establishing a European base of operations in Walluf, Germany, doing business as Martin Engineering GmbH, a

privately held company. Walluf was chosen for its central European location and its close proximity to the state capital of Wiesbaden, gateway to the Rheingau region. The business unit's 15,000-square-foot headquarters houses sales offices in addition to a manufacturing plant, technical service center and warehouse. Martin Europe oversees, directs and supports all of Martin's European operations, sales and service, serving over 100 countries from its headquarters and from business units



MARTIN GERMANY



MARTIN TURKEY



MARTIN ITALY

# NOI SIAMO MARTIN PROBLEMA RISOLTO GARANTITO

BIZ MARTIN'IZ  
PROBLEM GARANTILI ÇÖZÜLDÜ

# МЫ – МАРТИН РЕШЕНИЕ ПРОБЛЕМЫ ГАРАНТИРОВАНО

in England, France, Italy and Turkey; branches in Spain and Russia; and an extensive distributor network. With some key acquisitions and well-supported business units, Martin has seen steady, incremental growth, with increased sales and brand recognition in European markets as well as Scandinavia, North Africa and the Middle East.

## **SOUTH AFRICA**

Martin Engineering has been involved in

South Africa through sales of its products there since 1975. In 2003, Martin acquired Scorpio Conveyor Products, a leading supplier of belt cleaners and other bulk-materials-handling systems in South Africa. Since forming Martin South Africa, the company has increased belt-cleaner sales and expanded its air-cannon business into the cement and aggregate industries. Within ten years, Martin South Africa had increased its workforce from 60 employees to more than 200. Its staff includes



MARTIN SOUTH AFRICA

# ONS IS MARTIN PROBLEEM OPGELOS GEWAARBORG

NOUS SOMMES MARTIN  
PROBLÈME RÉSOLU GARANTI

employees who can speak several of the country's 11 official languages in order to communicate with their diverse clientele.

In 2006, Martin South Africa moved to a new 40,000-square-foot facility in an industrial park in Witbank. The new facility more than doubled the size of its original facility.

### **SOUTHEAST ASIA**

Martin entered the Southeast Asian market

in 1993 through a distribution network and partnership with PT Suprabakti Mandiri, Indonesia's largest belt-conveyor maintenance company. In 1997, the region suffered an economic crisis which devalued local currencies and made it difficult for customers to afford Martin products. In order to continue to be able to sell their products at affordable prices and maintain market share, Martin and PT Suprabakti Mandiri established Martin Supra Engineering (MSE) in 2002 – a joint venture



# KAMI ADALAH MARTIN JAMINAN SOLUSI

to manufacture some Martin components in Indonesia. PT Suprabakti Mandiri continues to provide conveyor maintenance services to the region, as well as distribute products for Martin and other companies. Martin Supra Engineering now serves as Martin's lead distributor in the region and manufactures, markets and distributes products for sales in Indonesia, Malaysia, Singapore, the Philippines and Vietnam. MSE helps create new sales channels by providing essential technical, distribution and marketing support to the region's other Martin distributors.

## CHINA

Martin has been serving customers in China since 1998 through its sales

representatives. In response to explosive economic and industrial growth in the country, the company opened a wholly foreign-owned enterprise (WFOE) there in 2005. Martin China built a new facility in 2012 in Kunshan, Jiangsu Province, with over 100,000 square feet of manufacturing, office and warehouse space. Manufacturing operations include electric vibrators, laser cutting, metal fabrication, painting, assembly and testing. The Kunshan facility has allowed Martin to greatly expand operations and improve supply and service to the entire Asian region.

As China's increased industrialization and improved infrastructure continue to spur development, Martin sees great opportunity



我们是马丁 问题解决 - 万无一失



**MARTIN CHINA,  
KUNSHAN FACILITY**

for continued growth. Martin China will continue to serve China's coal-mining, power-generation and cement-production industries, with future expansion into ports and steel production.

### **INDIA**

Martin has provided high-quality conveyor products to a number of different industries in India since 2004, establishing a strong presence initially through a licensee

relationship. In 2011, Martin opened the Martin India business unit in Pune, India, in a 20,000-square-foot facility. That same year, Martin acquired Clean Cat Conveyors, a manufacturer of conveyor components and systems in Goa, India.

Martin India offers a wide range of products, including air cannons, railcar-unloading products, and engineered vibration and dust-management systems for the cement, steel, power and mining industries.



**MARTIN INDIA**



# INDUSTRIES SERVED BY MARTIN ENGINEERING

- **AGGREGATE, CEMENT, CRUSHED STONE, AND SAND AND GRAVEL**
- **BULK-MATERIALS TRANSPORTATION AND PORT OPERATION**
- **CHEMICAL, FOOD AND PHARMACEUTICAL PROCESSING**
- **COAL MINING**
- **GRAIN**
- **METAL AND MINERAL MINING**
- **OIL AND GAS PRODUCTION**
- **POWER GENERATION [COAL-FIRED, BIOMASS]**
- **PULP AND PAPER / FOREST PRODUCT**
- **STEEL AND OTHER METAL PRODUCTION AND CASTING**

# FAMOUS FIRSTS

**2003: THERMO SAFETY SHIELD** – First system to allow safe inspection and maintenance of air-cannon systems installed in high-temperature applications

**2007: HURRICANE AIR CANNON**

**2009: EVO® CONVEYOR ARCHITECTURE** – First engineered system focused on safety, cleanliness and service-friendly design for belt conveyor construction

**2011: First Level 1 training program** conducted leading to status as Certified Conveyor Technician

**2011: First online conveyor training program** aimed at improving conveyor performance through control of fugitive materials

**2011: First laser-cut conveyor guard system** using standardized laser-cut panels

**2011: First combination of ash-sweeper cannons and sonic horns** for Selective Catalytic Reduction (SCR) systems

**2012: MARTIN® Mega Sonic Horn** – First “shorter but more powerful” 75-hertz acoustic cleaner introduced

**2013: MARTIN® Retractable Nozzle** – First retracting nozzle for air-cannon installations in ultra high-temperature/high-dust applications



# CENTER FOR

## **A TRADITION OF RESEARCH AND INNOVATION**

Ed H. Peterson remembers his father, Edwin F., as a hard worker, holding down many jobs at once – husband, father, patternmaker, foundry worker, beekeeper; then business owner, city clerk, councilman and mayor – but he believes his

father's true calling was his work as an inventor. Edwin's research into finding a solution to the problems caused by traditional, piston-type pneumatic vibrators led to his discovery of an entirely new concept in vibration. His revolutionary air-propelled, ball-type

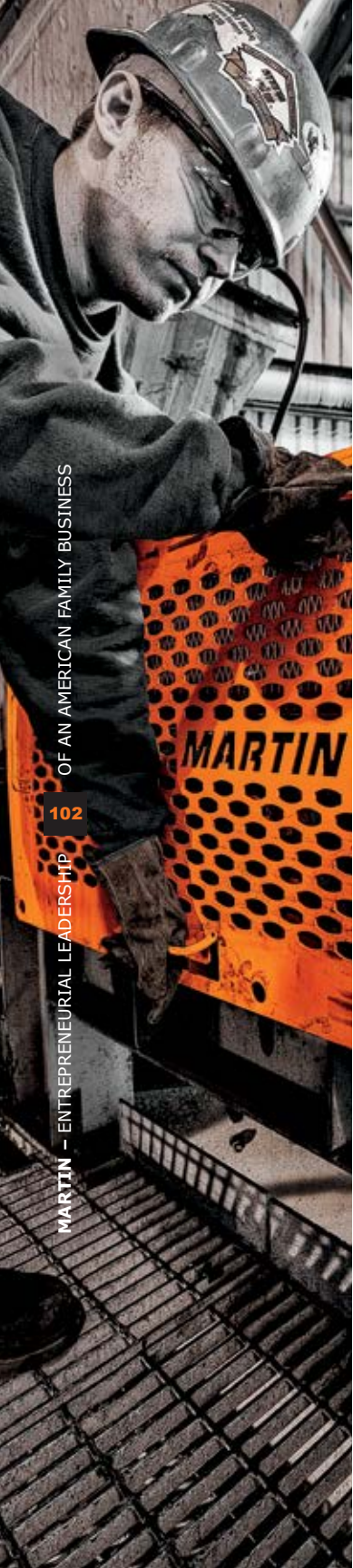


# INNOVATION

vibrators established Martin Engineering as a pioneer. Father and son shared a commitment to hard work and innovation as they worked together to build and grow their family business. Ed has carried on their tradition of research, innovation and a respect for the value

of knowledge, ensuring that it has become ingrained in the culture of Martin. Over the years, Ed has supported and expanded the company's research capabilities far beyond what his father could have ever imagined.





For most of its first thirty years, the company conducted much of its research in a railroad car parked behind the facility. The railcar was used for Vibrolator® Research & Development (R&D) and for the development of the BIG SHAKE® and BRUTE™ hopper vibrators. Railcars were often used during Martin seminars to demonstrate applied vibration. Martin had also financed a variety of research projects at universities and other

research facilities to help design better products.

About 1980, Martin put a used, donated conveyor into an old pole barn on the property. It was a rudimentary setup, and the building was uninsulated and not large enough for all the company's research needs. Nonetheless, Martin's R&D team used the "conveyor barn," as it came to be known, to carry out

important research. In 1984, the U.S. Bureau of Mines utilized Martin's conveyor barn for a research study that was widely cited in the industry.

Todd Swinderman became the driving force behind the push for better research facilities at Martin. He had noticed a trend by some within the industry to try to fix problems by tinkering with different fixes until one worked. He believed this was a stopgap, short-sighted approach and that without truly understanding the fundamental physics behind the problem or identifying its root cause, it would not provide the kind of permanent solutions necessary to move the industry forward. He envisioned a state-of-the-art facility at Martin that would allow them to conduct basic and applied research that would not only solve customers' problems, but also advance knowledge.

Along with Ed Peterson, Todd recognized that education improves the marketplace which would, in turn, benefit Martin.

Both men realized that as soon as you create a product and put it on the market, it can readily be copied by competitor companies. What they cannot copy, however, is the proprietary knowledge behind the product and how to apply it. They believed that the knowledge to be gained from research would pay off for both the company and its customers and give Martin a competitive edge in the marketplace.

Todd visited virtually every research facility in the industry around the world, taking note of what he liked about each facility and what he thought was lacking. With these notes in mind, and working with Ed and Scott Hutter, Todd developed



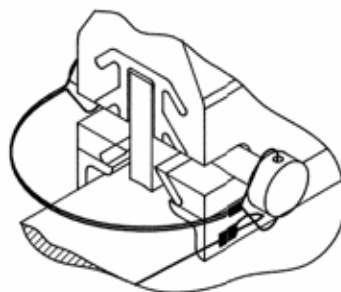




PART NUMBER	DIMENSION "A" BLADE COVERAGE	DIMENSION "B" FRAME LENGTH	QUANTITY ITEM 9
B-32775-18X	16.00(406)	48.00(1219)	0
B-32775-24X	22.00(559)	54.00(1372)	0
B-32775-30X	28.00(711)	60.00(1524)	0
B-32775-36X	34.00(864)	66.00(1676)	0
B-32775-42X	40.00(1016)	72.00(1829)	0
B-32775-48X	46.00(1168)	78.00(1981)	0
B-32775-54X	52.00(1321)	84.00(2134)	1
B-32775-60X	58.00(1473)	90.00(2286)	1
B-32775-66X	64.00(1626)	96.00(2438)	1
B-32775-72X	70.00(1778)	102.00(2591)	1

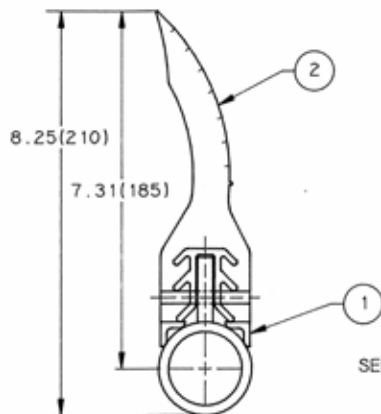
ITEM	QTY.	DESCRIPTION	PART NO.
1	1	O.C. #1 MAINFRAME WELDMENT	B-32756-XX
2	1	O.C. #1 BLADE	C-32773-XXX
3	1	Ø 5/16 x 2-3/4 WIRE LOCK PIN	A-32772
4	1	Ø 5/16 x 2 SLOTTED SPRING PIN	A-32774
5	1.5 FT.	Ø 1/16 AIRCRAFT CABLE	102249
6	2	1/16 CABLE CLIP	A-28112
7	2	BELT CLEANER WARNING LABEL	A-28690
8	1	SHIPPING BOX	A-28662
9	SEE CHART	CARTON LINER	A-28662-01
10	1	O/O MANUAL	M3283

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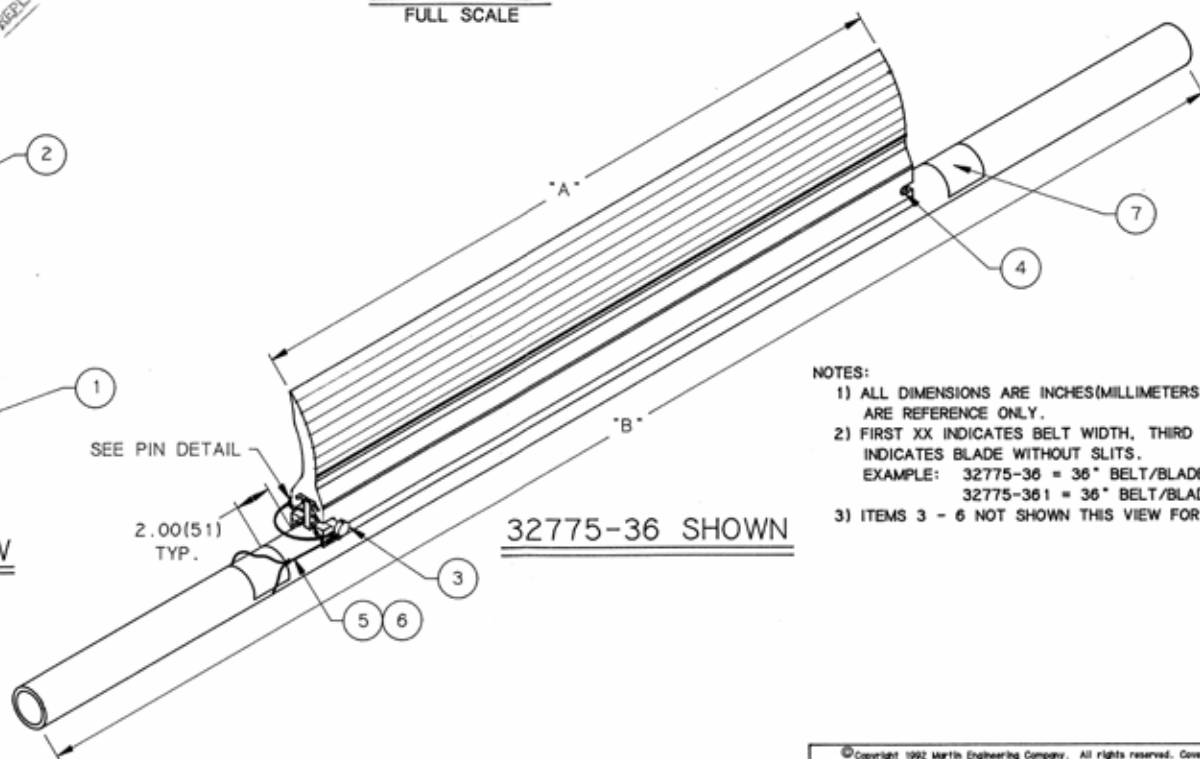


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END VIEW  
1/2 SCALE



NOTES:

- 1) ALL DIMENSIONS ARE INCHES(MILLIMETERS) AND ARE REFERENCE ONLY.
- 2) FIRST XX INDICATES BELT WIDTH, THIRD X INDICATES BLADE WITHOUT SLITS.  
EXAMPLE: 32775-36 = 36" BELT/BLADE WITH SLITS.  
32775-361 = 36" BELT/BLADE W/O SLITS.
- 3) ITEMS 3 - 6 NOT SHOWN THIS VIEW FOR CLARITY.

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MARTIN ENGINEERING COMPANY NEPONSET, ILLINOIS USA		DRAWN M.L. DATE 3/23/92
TITLE	Q.C. #1 BLADE MAINFRAME ASSEMBLY	CHECKED
NO. DESCRIPTION ECN DATE BY		ENG. S-O. DATE 3-31-92 I.E. M DATE 5-20-92
DRAWING NO. PRO3171		APPROVED DATE 5-21-92 SCALE 1/4

NO.	DESCRIPTION	ECN	DATE	BY
	REVISION			

a plan for a facility that would allow them to research, develop, machine and test prototypes and new products and also provide training to customers and staff – all in one place.

The plan called for an all-inclusive, stand-alone building that would manage itself. It would be part of the corporate structure but have its own budget and its own staff of researchers and technicians; it would also be fully outfitted to be a resource for their customers and Martin subsidiaries around the world. Working with a local architect and contractor who had completed Martin's other expansions, Todd and his team sketched out their requirements for dedicated areas for research, machining and training. The results of all of their planning became the Center for Innovation (CFI), a \$5 million, 26,500-square-foot facility, which opened in 2008.

### **RESEARCH IN ACTION – BUILDING KNOWLEDGE AND COOPERATION**

The test area, or machine hall, in Martin's

Center for Innovation was designed to be completely flexible. It holds a combination of both permanent universal equipment and customized testing equipment, depending on customer requirements and the specific testing involved. Some test rigs, built for ongoing research on abrasion testing and testing of vibrators and belt cleaners, have been in place for years. Other equipment moves in and out of the hall for specialized research projects. Each new major project has different equipment built specifically for the test.

Over the years, the CFI has been contracted by several major corporations to conduct research on a wide range of projects. Martin welcomes these opportunities for research partnerships and generally charges only enough to recoup their costs. The company believes that the real profit comes from the knowledge gained, not from compensation for the testing itself. Projects have ranged from testing for John Deere to ascertain how grain flows through its



harvesting equipment to testing for a company that mines pot ash for fertilizer. In 2010, Ford Motor Company (which owned Volvo at the time) contracted Martin to run a stability test for a Volvo vehicle. Ford wanted a way to simulate the back end of a car getting hit or fishtailing on an icy road. Martin mounted an air cannon on the Volvo and determined that to get enough force to move the rear end of the car, it would have to shoot water rather than air. Analyzing the vehicle's computer data during the test allowed Ford to see how well the car's automatic recovery system responded. A video of this test is still available on Martin's YouTube channel.

One important research project involved the United States' Mine, Safety and Health Administration (MSHA). After

MSHA's testing led to changes in flammability rules for conveyor belts, the CFI equipment was updated to run subsequent tests. Initially, information coming in from the field indicated that belt cleaners were damaging new belts. But when Martin conducted its own testing, it discovered that the problem lay with the change in the rubber used in the conveyor belts to meet the fire-retardant requirements rather than with the belt cleaners. This information helped conveyor belt manufacturers move quickly to develop more abrasion-resistant conveyor belts in order to comply with the new MSHA rules. This project represents how the CFI enabled Martin to cooperate with other industries to determine the real cause of a shared problem and contributed to the development of better, safer products.



## THE VALUE OF RESEARCH AND KNOWLEDGE

To ensure superior performance and reliability throughout all Martin technologies, the CFI is equipped with the laboratories, equipment and instrumentation needed to test and measure components and products using a wide variety of materials under the most extreme conditions. Researchers work with bulk materials ranging from smaller, fine chemical substances to larger, run-of-mine materials. The CFI team works with a network of engineering and technical specialists at Martin business units around the globe to provide innovative, customized solutions to suit each customer's unique application needs. Martin believes that the CFI has proven to be a wise investment, producing a number of valuable benefits for the

company, including the knowledge gained from research and testing and an enhanced reputation in the industry. As a marketing tool, it has enabled Martin to create a productive synergy with customers. Because the training, machining and testing are all located in the same building, the staff can conduct customer training sessions, then walk directly into the labs or testing hall to address the customer's individual issues. Seeing all the capabilities the CFI possesses has increased customer engagement; they are more willing to share and express their needs. Consequently, Martin has gained a deeper understanding of the challenges its customers face. This knowledge enables Martin to continue to create Problem Solved™ outcomes for its customers, with cost-effective and reliable solutions.



# REFLEC

WHERE WE HAVE BEEN...

**TIONS**  
**WHERE WE WANT TO GO...**

*martin*



### **FORMULA FOR SUCCESS – THE FIRST SEVENTY YEARS**

In 2014, Martin Engineering celebrated its 70th anniversary as a successful family-owned business and globally respected company. The Peterson family, Martin leadership and its Board of Directors also marked this milestone with reflections on the company's remarkable history, reasons for its success and hopes for the future.

### **MODEL LEADERSHIP, TOP TALENT, EXPERT ADVICE**

Both management and the Board agree that Martin's success lies, first and foremost, with the leadership of its Chairman and owner and his clearly articulated direction for the company. Ed Peterson has been credited with taking the long view – charting a steady course for Martin and sticking to it. He has skillfully balanced personal reward from the business with providing sufficient capital and resources to allow its unfettered

growth. His leadership style has drawn like minds to Martin. Together, they reinforce one another's belief in the company, commitment to their employees and loyalty to their customers. Ed's successful leadership provides a proven, reliable model for future generations of Petersons to follow.

Martin has attracted top-quality talent over the years. With the expertise and ingenuity of Dick Stahura Sr., Todd Swinderman and other inventive minds, the company has become an industry leader in product development and engineering design. Martin has developed and marketed hundreds of innovative and high-quality patented products. As the company has evolved, it has brought in professional management and adopted best business practices and continuous improvement. Current leadership is moving the company ahead in focusing not only







on innovative products, but also on processes that help differentiate Martin Engineering in conveying a total solutions approach.

Another component of Martin's success was the establishment of an independent Board of Directors. This strong team of experienced business professionals offers sound advice and wise counsel, bringing a broad range of global market knowledge and insight across the entire spectrum of business processes. The Board and the company's legal counsel regularly meet with executive management to provide valuable input on strategy development and succession planning. They also act as a sounding board for the management

team, talking through their challenges to help them reach their own best decisions.

### **ADVANTAGES OF A FAMILY BUSINESS**

While a family-owned business can present unique challenges, it also offers many advantages, compared to a publicly owned enterprise. Because of its smaller hierarchy and less rigid company structure, Martin employees are empowered throughout the organization to provide ideas for new products, as well as for improving existing products and procedures. Management has easier access to ownership and the Board. Consequently, they can make decisions more quickly, without having to follow more time-consuming bureaucratic



2014 Board of Directors



procedures. This allows the company to react and adapt to market changes with agility and continue to focus on the long view, rather than just the next quarter.

### **ROAD MAP FOR THE FUTURE**

Ownership, management and the Board all foresee a bright future for Martin as it celebrates 70 years of innovation in 2014 – confident that it will thrive beyond that for decades to come. Besides continuing

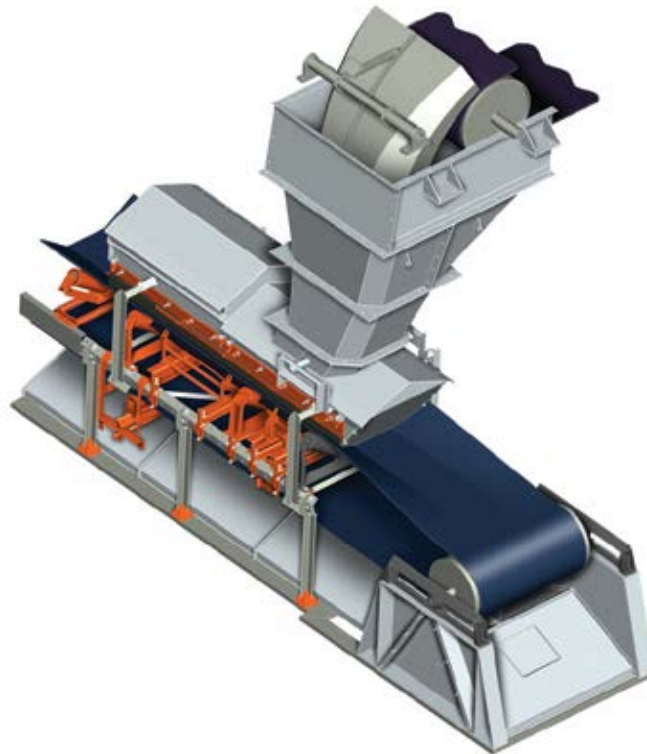
with proven practices and a professional management model, the company recognizes the need to retain the continuity, passion and entrepreneurial spirit within its global team with incentives and leadership development, as well as attract the best new global talent; this can be a challenge for a multinational company headquartered in a small Midwestern town. But Martin is confident that its strong core values, emphasis on teamwork

and competitive, performance-based compensation plan with unique benefits will continue to draw quality people to the company.

### **A NEW VALUE-BASED BUSINESS MODEL**

Very early in his career at Martin, Ed understood the importance of truly connecting with customers to build solid relationships. Even with all his marketing expertise, he knew the company's success

depended on much more than just selling its products. Today, in a globalized economy and an increasingly commodity-based marketplace, anyone can reverse-engineer a Martin product and sell a lesser quality copy for a lower price. But Martin refuses to sacrifice quality to compete on pricing. As an industry leader and a respected brand known for its innovations, quality products and integrity, Martin believes it is in the best position to offer more real value to the customer – not just



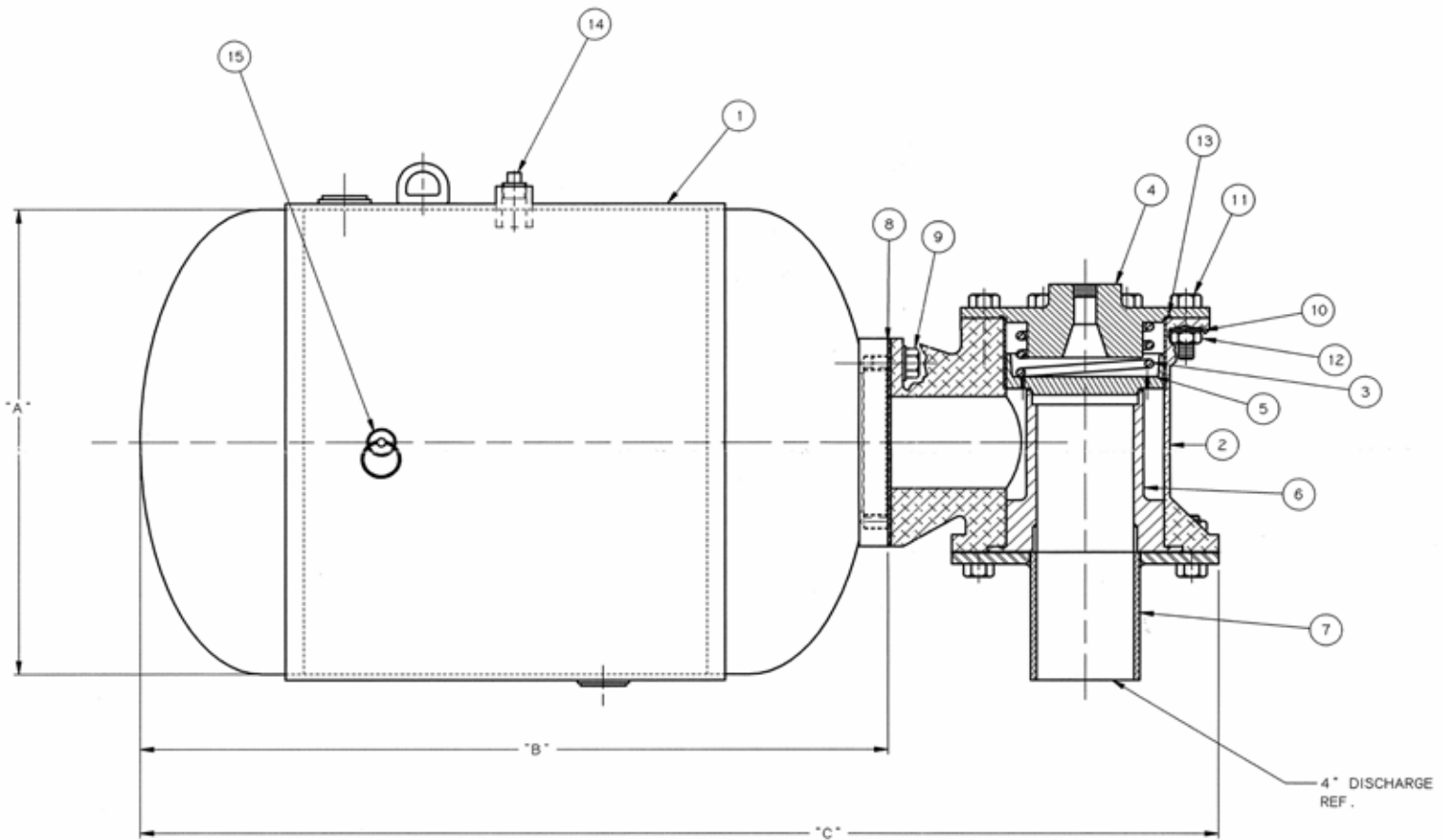
a product but a total solution, supported by Martin people.

This strategy entails a transition away from a product-oriented business model to a relationship- and service-based model. It requires an increased focus on deepening the connection to its customers, anticipating their needs, fully understanding their processes and selling them a clean belt, not just a belt cleaner. It compels Martin employees to understand what

keeps their customers up at night, then figure out how to solve their problem better, faster and more consistently than anyone else. Martin's Walk the Belt™ exemplifies this total solution approach: the program provides customers with regularly scheduled inspection and maintenance of their bulk-materials-handling system components, preventing most problems from ever occurring. If Martin can anticipate and take care of potential issues so that customers do not







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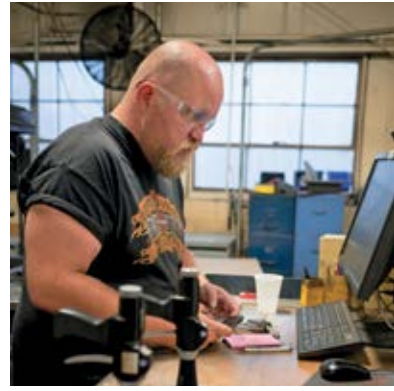
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**NOTES:**

- 1) ALL DIMENSIONS ARE GIVEN IN INCHES (MM).
- 2) ALL DIMENSIONS ARE FOR REFERENCE PURPOSES ONLY.
- 3) FIRST TWO XX'S IN PART NUMBER INDICATE TANK DIAMETER.  
SECOND TWO XX'S IN PART NUMBER INDICATE TANK LENGTH.
- 4) PLACE P/N 25452 OVER EXTENDED THREADS AND P/N 11663  
IN INTERNAL THREADS FOR PROTECTION.
- 5) SHIP P/N 21680 LOOSE.

© Copyright 1997 Martin Engineering. All rights reserved. Covered by U.S. and foreign patents pending and issued. ® and TM indicate trademarks of Martin Engineering.		NEPONSET ILLINOIS USA	DRAWN J. R. D. DATE 7/21/97
MARTIN ENGINEERING		USA	CHECKED
TITLE		XHV BB4 AIR CANNON ASSEMBLY	
DRAWING NUMBER		ENG. JRS DATE 09/02/97	
PRO5942		I.E. RWB DATE 09/11/97	
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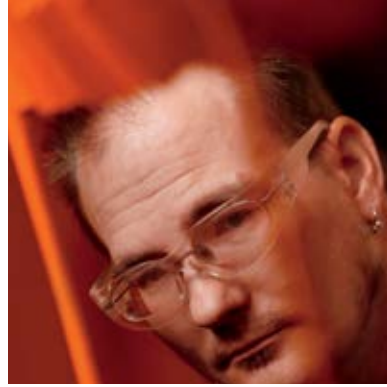
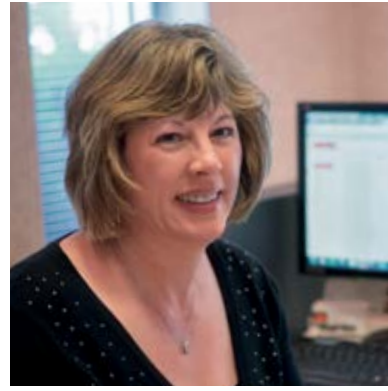
have to worry about them, those customers are then free to concentrate on their own productivity and profitability. When customers feel Martin listens to them and meets their needs, the relationship is strengthened, and a strong bond of reciprocal trust and loyalty is built.

Finally, Martin has positioned itself to be everywhere its customers are. Few competitors in the industry have the global footprint of Martin Engineering. This enables the company to be quickly responsive to its customers wherever they are located – whether it is in New Delhi, Shanghai, São Paulo, Johannesburg or Munich.

### **ENGAGED EMPLOYEES AND CONTINUING INNOVATION**

Key to attracting and retaining great employees will be a focus on employee

empowerment and engagement. Martin will continue to invest in its employees and find ways to help them grow, both personally and professionally. Management believes that when employees feel their best efforts are recognized and valued, their work will become more meaningful to them. The feeling of family ingrained in the Martin culture is also key to employee engagement and satisfaction. Because the Petersons have maintained ownership of the company, they have fostered an inclusive family atmosphere, which acts as a bonding agent. The Petersons and their employees share similar values; this alignment has allowed the company to successfully transfer its employees' family values to the workplace. Martin employees around the globe identify themselves with pride as belonging to the Martin family, regularly wearing Martin gear and clothing.



Martin must also continue to find ways to innovate its processes and products, with a heavy focus on continuous improvement. Future conveyor-belt systems will be engineered to be super clean, safer and more environmentally friendly. Conveyors will be designed to allow for quick, safe and intuitive service, which will help reduce accidents and increase production and profits. Martin will continue to lead the industry in the design, installation and service of conveyor and other flow-aid products and vibration solutions in its

mission to make bulk-materials handling cleaner, safer and more productive.

### **THE IMPORTANCE OF SUCCESSION PLANNING**

When thinking about the future of their business, families of privately held companies often neglect to discuss succession planning. Although some family members may find it difficult to talk about, it is a crucial part of any sound strategic plan. It is vital to the continued success of an established company if succeeding



generations wish to honor and preserve what prior generations have built, as well as continue to enjoy the fruits of their labors.

Ed and Pat Peterson and their children understand the importance of this essential step. They have prepared a road map for their family for when the time comes for the next generation of shareholders to accept the responsibilities of ownership. In consultation with Martin senior management, the Board of Directors and their legal team, Ed and Pat have spelled out exactly how Martin's continued success can be assured. The plan identifies hand-picked successors and provides for a transition period

wherein the present management team and independent Board of Directors will stay in place to run the company. This plan distinguishes Martin from other companies' succession plans and provides continuity for employees and customers, while giving shareholders the chance to observe and assess company performance within an appropriate time frame.

### **THE PRIVILEGE AND RESPONSIBILITY OF PRESERVING A LEGACY**

Just as Ed and Pat feel tremendous pride in their children and grandchildren, they are also proud of the company they have built and the personal and professional accomplishments it represents. They have

### **CAMP MARTIN**

Camp Martin is a global youth leadership camp offered to the children of Martin employees from all around the world to participate in team-building activities and celebrate cultural diversity. Sponsored and hosted by Martin Engineering, the summer camp is an all-expenses-paid retreat offered to teens aged 14 to 17. The camp takes place in various locations and includes tours of Martin's world headquarters and the Center for Innovation in Neponset,

Illinois. The participants enjoy rope challenges, water skiing, canoeing, rock climbing, wakeboarding and culture sharing activities. The camp fosters Martin's values of diversity, innovation and integrity in the next generation of global leaders, while providing them with the experience of a lifetime. New friendships are formed as they share fun times and develop increased self-esteem and self-confidence along with enhanced leadership and teamwork skills.



derived enormous satisfaction from the success of their business and consider the results of their life's work to be a fitting gift to leave to their family – one that demonstrates the strength and depth of their love and commitment to family. By developing a succession plan, they are able to help shape the company's future; by entrusting it to future generations' stewardship, they know that the company's continued success will serve as a tribute to their achievements and as a connection between all who went before and all who will come after them.

As with many family business owners reflecting on handing off to the next generation, Ed and Pat's hope is that their

company will continue to thrive and grow within family ownership, so that the company's success may benefit many generations to come. They know that families with a shared sense of purpose are more motivated to participate in preserving and protecting the family resources. They encourage the next generation to find meaningful ways to get involved in identifying and developing future leadership; continue to provide for, and take care of, each other; and look for opportunities to have the greatest positive impact on their communities and their world.



## PHILANTHROPY AND SUPPORTING THE COMMUNITY

While the Petersons have worked hard to build something special and have reaped great rewards from their labors, they have also always been committed to sharing with others less fortunate and helping those in need in their communities. If Ed is the “soul” of Martin Engineering, Pat is its “heart.” Led by them, the Peterson family, as well as Martin Engineering and its employees, actively donate their time, talent and treasure to a variety of local and national causes and organizations. Recipients have included those focusing on healthcare, housing and education for women, children and families; community-building organizations; cancer and childhood disease research and treatment; educational foundations; environmental

conservation and other diverse special needs of their communities.

Guided by a familiar saying, “We make a living by what we get, but we make a life by what we give,” the Peterson family and the global Martin Engineering family work together to generously support their communities. Whether it is the Petersons hosting an annual fundraising event in Cabo San Lucas that brings in \$500,000 for a local orphanage or the Martin hourly worker who signs up for automatic paycheck deductions to benefit the local United Way, however they can best give back, they do. Because the Peterson family cares – Martin cares.

**WE MAKE A LIVING  
BY WHAT WE GET,  
BUT WE MAKE A LIFE  
BY WHAT WE GIVE.**





## THE PETERSON FAMILY AND MARTIN ENGINEERING CORPORATE SUPPORTING THEIR COMMUNITIES

• Abilities Plus, Kewanee, Illinois – Services for people with disabilities and their families • American Cancer Society • Big Brothers Big Sisters of America • Black Hawk College, Kewanee & Moline, Illinois • Buddy Program, Colorado – Offers mentoring and more to youth and their families in the Roaring Fork Valley from Aspen to Glenwood Springs, Colorado. The Buddy Program empowers youth to achieve their full potential. • Cabo San Lucas Fire Protection District, Cabo San Lucas, Mexico. Ed and Pat Peterson were instrumental in providing funds for the purchase of a new fire truck for the district. • Casa Hogar de Niños & Casa Hogar de Niñas, Los Cabos, Mexico – Orphanages for boys and girls, serving the Cabo San Lucas region • Challenge Aspen, Snowmass Village, Colorado – Provides meaningful, year-round, adaptive recreational and cultural experiences to youth and adults facing cognitive and/or physical challenges • Easter Seals, USA • Ellis Fischel Cancer Center, University of Missouri Healthcare, Columbia, Missouri • Forest Park Nature Center & Preserve, Peoria Heights, Illinois • Henry County Humane Society, Geneseo, Illinois • Illinois Cancer Center, Peoria, Illinois • Kewanee Hospital, Kewanee, Illinois • Liga M.A.C., Los Cabos, Mexico – Offers a helping hand to low-income families and individuals of San Jose del Cabo to ensure that they are well-nourished and have access to medical care; and to provide children and adults with the opportunity to continue their education • Make-a-Wish Foundation, USA • March of Dimes, USA • Multiple Sclerosis research & treatment • Neponset Floral Hill Cemetery, Neponset, Illinois • Peoria Children’s Home, Peoria, Illinois • Sacred Heart Women’s House, Denver, Colorado • Southside Mission, Peoria, Illinois • St. Jude Children’s Research Hospital, Memphis, Tennessee • Susan G. Komen Foundation, USA • Toys for Tots, USA • University of Iowa Foundation, Iowa City, Iowa

## GLOBAL MARTIN ENGINEERING BUSINESS UNITS SUPPORTING THEIR COMMUNITIES

**MARTIN CHINA** • Provides ongoing financial support for the education of local area high school students in need with significant donations, grants and scholarships to help them achieve their educational, personal and professional goals

**MARTIN EUROPE (GERMANY)** • Sponsors charity car races in France and Africa to raise funds for the education of African children • Bärenherz Children’s Hospice, Leipzig, Germany • Sponsors a car for the local Handicapped People’s Association (HPA) to help with transportation of the handicapped and elderly to shops and doctor appointments; further supports the HPA by placing orders with them for the assembly of MARTIN® Air Cannon Installation Kits • Donated funds to help the local Fire Brigade purchase new protection garments • Supports training which empowers the blind to find employment • Purchased new uniforms for the Youth Handball team & Female Soccer team • Makes regular donations of paper and painting materials to the local preschool • Donated to disaster relief for the victims of the German Underground Salt Mine and the Turkish Underground Coal Mine disasters.

**MARTIN LATIN AMERICA (MEXICO AND BRAZIL)** • Employees donate time and funds to enrich the lives of the young girls of local orphanages Casa Hogar de Niñas and Lily of the Valley II, including bringing special treats, school supplies and gifts at Christmas • Martin employees volunteer as instructors to teach electromechanical students at the local vocational-technical school about conveyor-belt technology and maintenance.

**MARTIN SOUTH AFRICA** • Long-term donor to local Home for the Disabled; also contracts with the Home to have residents complete buffer assembly work. Martin management visited the Home and distributed personalized towels to each resident as gifts of appreciation. • Provides a vehicle to the local Child Welfare organization and pays for its ongoing maintenance and fuel costs; also donates to Child Welfare’s Annual Golf Charity Day • Helped the local community purchase street lights and donated a security fence • Donates regularly to White Rose Hospice.

**MARTIN USA** • Abilities Plus, Kewanee, Illinois • Provided funds and supplies for “After Prom” activities for local area high schools • American Red Cross, USA • Big Brothers Big Sisters of America • Black Hawk College scholarships, Kewanee & Moline, Illinois • Bureau County & Henry County, Illinois, food pantries • Henry County Humane Society, Geneseo, Illinois • Hult Center for Healthy Living, Peoria, Illinois • Junior Achievement, Kewanee, Illinois • Kiwanis Club of Kewanee, Illinois • Komen Race for the Cure, USA • Lee National Denim Day, USA • Neponset Picnic Days, Neponset, Illinois • Neponset School, Neponset, Illinois • Donated toys for local area youth in need, Illinois • Visitation School, Kewanee, Illinois • YMCA Strong Kids Campaign, Illinois • Salvation Army







We hope you enjoyed the story of Martin Engineering. To say that we are proud of the many men and women throughout our seventy-plus-year history who have made Martin what it is today would be an understatement. It is their story more than it is ours, and we are proud to have traveled with them along Martin's journey.

We are confident that by working together to build solid relationships with customers, distributors, business units and employees, Martin is well-positioned to remain a worldwide industry leader and a respected brand.

It is our wish that current and future generations will honor and preserve the proud legacy that has been established and build upon it for many years to come.

Sincerely, from our family to yours,

A handwritten signature in black ink, appearing to read "John & Pat", written in a cursive style.

**BUS STETSON****PETE FISCHER****CARL MATSON AND CHARLIE GRAY****GENE BATES****TODD SWINDERMAN****DICK STAHURA SR.****ACKNOWLEDGEMENTS**

A special thanks to the many individuals who contributed to the creation of this book. Innumerable hours were dedicated to interviewing, researching, organizing, designing, writing and editing this commemorative history of Martin Engineering's first 70 years. Thanks in particular to the current and retired Martin Engineering employees and directors, and the entire Peterson family, who shared their experiences and memories about the company. Their valuable input helped bring to life this uniquely American story of one family business' remarkable entrepreneurial success.

While every reasonable effort has been made to ensure the accuracy of the information in this book, it is possible that some historic content contains inaccuracies or errors. Memories fade and recollections differ; we sincerely apologize for any omissions or misinterpretations.

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Edwin C. Peterson  
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Amy Peterson Cosner  
Jennifer Peterson Bohannon  
Sarah Peterson Higgins

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Janice L. Verbeke

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