

Rowley Spring to mark 60 years

By SCOTT WHIPPLE
STAFF WRITER – NEW BRITAIN HERALD

BRISTOL — To celebrate its 60th anniversary, Rowley Spring and Stamping may haul out its green, 60-year-old torsion machine.

Friday, June 20, should be a fun day for Rowley employees and friends. Besides the chance to look at a piece of manufacturing history, attractions will include a cookout with hot dogs, hamburgers and root beer floats, and a dress-up contest with a 1950s theme. Raffles and a scavenger hunt are also scheduled.



The celebration will start at 11 a.m.

Company President John Dellalana talked recently about Rowley's roots: how Stanley Bitel started a spring business in 1954 in his garage in Berlin. Bitel started with a spring grinder, two coilers, four torsion machines and a dozen bench presses before moving his business to Federal Street in Bristol. In 1960, he purchased the former Bristol Technical High School on Riverside Avenue.

By the early 1990s, the company had outgrown that location. So, in 1994, it bought a 150,000-square-foot facility on Redstone Hill Road in Bristol.

Rowley has grown from 13 employees and 12 customers to 125 employees and more than 700 customers. Its springs and stamping products are used in hundreds of applications and shipped worldwide. In 60 years, Rowley has shipped 10 billion parts. The company now ships a million parts daily.

"There's probably a Rowley part in everybody's home," said Dellalana, who joined the company in March 2013. The technology of the industry may have changed, but the demands of Rowley customers have not.

"Customers still want quality products on time and we don't disappointed them," Dellalana said. Rowley has gained World Class status as a Certified ISO 9001:2008 manufacturer and annual sales increases of 15 percent.

"When I joined Rowley my single mandate was to grow the company profitably," Dellalana said. "So, we focused on the technologies needed to make Rowley prosperous, training the company needed and teamwork [through] lean manufacturing."

Cindy Scoville, vice president for sales and affiliate support with the Central Connecticut Chambers of Commerce, congratulated what she called "an outstanding organization."

"I have had the great privilege of working with Stanley Bitel, Manny Tavares and now John Dellalana," Scoville said. "For many years, through our relationship with the Chamber and New England Spring and Metal stamping Association, these gentlemen have been excellent corporate citizens and well as outstanding employers and wonderful, caring individuals. They have and will continue to bring a positive perspective on the importance of manufacturing and what it brings to our region and to the U.S."

Scoville, executive secretary to the board of the New England Spring and Metal stamping Association, added, "We are very fortunate to have Rowley Spring, the management team and employees in our area."

Dellalana said Rowley is hiring. The company is looking for a cost accountant/cost estimator. There are immediate openings for experienced toolmakers in the Four Slide and Power Press departments, and an opening for an

experienced coiler/looper set-up person in the Springs department, also openings in its Four Slide department for an experienced operator and a set-up person with experience setting up Four Slide machines.

According to Controller Bill Joyce, the primary company value is satisfying customers, followed by recognizing and rewarding employee accomplishments; building quality in products through prevention rather than detection; continuous improvement through employee empowerment, teamwork and leadership; and finally, celebrating and having fun.

“That,” said Joyce, “is what we plan on doing Friday the 20th.”

