

CANADIAN

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# Fabricating & Welding

## NEW TAKES ON PRESS BRAKE TOOLING

How OEMs are changing tooling and setup for today's shop – p34

## HALBAR GROWS WITH NEW FACILITY, LASER INVESTMENT

Laser allows shop to speed production, diversify client base – p38

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With new equipment rush parts are delivered in the customer's time frame – p50

JANUARY 2017

**MADE  
IN  
CANADA**

## Acorn Gains Ground

Canadian-made education program is taking root in high schools across the country



## Empire celebrates 10 years in building, 30 years in machinery business

Empire Machinery celebrated 10 years in its building at 390 Eagle Drive, Winnipeg, in December. Located in what is now known as Centerport, the company built the facility in 2006. As the first building on this section of the road, Empire was able to pick its address. The facility is 18,000 sq. ft. and includes a 20-ton overhead crane.

Soon a full 360-degree virtual tour (via Google Business View) will be available for those who can't visit the site in person.

For this special occasion, Empire offered a "10 Days of Christmas Specials" in December to its customers across Canada.

In 2017 Empire is celebrating 30 years in the machinery business. Empire Sheet Metal Mfg., established in 1925, was one of Canada's oldest manufacturers of HVAC fittings and custom sheet metal products at the time. The decision to sell HVAC and metal fabricating equipment proved pivotal in setting the company's future growth. Empire credits its ongoing success first and foremost to the strong relationships it enjoys with its customers, employees, and suppliers.

The company will celebrate this 30th anniversary in 2017 during its spring Open House.

Started in 1925 by Mel Manishen's father the year Mel was born, Empire Sheet Metal Mfg. was known in Canada for manufacturing quality HVAC ductwork and fittings. Locally, custom sheet metal work was a



niche, and by 1985, with Mel's lifetime of contacts in the industry and a zeal for marketing and direct mail, he and Laura Johnson started up Empire Machinery & Tools as a division of Empire Sheet Metal.

Empire's first machinery catalogue was printed in 1987. The last was printed in 2006 as the digital world allowed for new online catalogues with unlimited pages and updated in an instant.

Dusty boxes of letterhead and envelopes and shelves of literature are now evidence of the huge impact direct email marketing had on the industry.

Rick McLean moved to Manitoba to join Empire Machinery & Tools Ltd. in 2000. Shortly afterward Mel retired and Rick and Johnson bought the company. In 2006 they built the Winnipeg facility. Johnson has now retired after 31 years with the companies.

Sean Mashinter joined the team as shipper/receiver in 2002 and it wasn't long before the company moved him into sales, where his appetite for information on the equipment he was selling and



his natural organizational skills led him to a partnership in the business.

Empire now has a team of 13 employees.

Empire Machinery & Tools Ltd. distributes Canadian, U.S., and European equipment throughout North America.

The distributor's major lines are Apex, Automec, Baileigh, Berry, Beverly, Burr King, BVA, Durma, Duro Dyne, Ellis, Em-Pro, Engel, Flagler, Gripnail, Marvel, Norlok, Hornet Cutting Systems, Roper Whitney, Saylor Beall, Scotchman Industries, Spiral-Helix, Sullivan Palatek, Tennsmith, Van Mark, Wellsaw, and Wilson Tool.