

# Windsor Technology grows by diversification

Company's products have gone into the space shuttle, to Russia for a smart grid

By **ANDREA DECKERT**

Diversification—from building equipment for the space shuttle to a smart grid application in Russia—has led to growth at Windsor Technology Inc.

The Rochester-based contract electronics manufacturer is looking to hire 10 workers and is expanding further into its target markets of energy, medicine and transportation. The company has increased its workforce by 10 people this year and now has 50 employees.

“Our goal is to be a long-term player in the marketplace,” said Grant Randall, president and CEO. “Our key to success is diversification.”

Douglas Green, vice president for corporate quality, said the business benefits from the number of skilled workers available locally. Windsor workers range from college students to an 82-year-old who works in the assembly area, he said.

Windsor began in 1975 as Windsor Manufacturing and is now a contract manufacturer of circuit board assemblies, wire harnesses and electro-mechanical products. The company is housed in a 40,000-square-foot facility on Lyell Avenue.

Randall, who had worked for the company, bought the business in 2005 with two silent partners.

Products produced by Windsor can be found throughout the world in industrial automation, mass transit, medical, oil refinery, communication, and electronic imaging technologies.

Windsor builds a variety of assemblies for Fortune 500 companies. They are incorporated into more than 100 different



Photo courtesy of Windsor Technology

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products, including computers, computer peripheral equipment, automotive equipment, office equipment, telecommunications equipment, measuring devices and medical instrumentation, Randall said.

Its customers largely are based in the Northeast, most outside New York.

In addition to contract electronic manufacturing services, Windsor provides material procurement, test engineering, statistical quality assurance and resource management.

Recently, Windsor started building equipment that will be used as part of a smart grid system in Russia. The firm also has built products used in NASA's space shuttles.

Randall sees growth in a number of markets, including medical. Two years ago, the business obtained a certification for medical device products, which has increased

work in that market, he said.

Randall declined to disclose revenues for the privately held firm but said Windsor's sales grew 30 percent in 2010. In 2011, he expects a sales increase of 15 percent.

The firm recently hired a director of sales, filling a new position. Windsor has sales representatives in different parts of the country, including Washington, D.C., and Long Island.

The company has been investing heavily in new equipment, spending more than \$1 million in the past two years, and will continue to upgrade to remain competitive, Randall said. The firm has added capabilities, such as a clean room, based on customer requests.

“We are a sales- and service-driven company,” Randall said.

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