

## AWARDS &amp; ACCOLADES

BRANTFORD AMBASSADOR

## Businessman 'Pumps' up Brantford-Brant

VINCENT BALL  
Expositor Staff

He's the president of a company that ships pumps around the world but when Ron Lounsbury came to Brantford as a young man he was just looking for a way to make a good living.

"I'm from Long Point and I came to Brantford I think it was in about 1965," Lounsbury, the owner and president of Smart Turner Pumps Inc., said. "I came here to serve an apprenticeship, I wanted something that would enable me to make a pretty good living and I wouldn't have to worry about employment."

"I'm a tool and die maker by trade." After that, he went on to various things, working in sales and then started several other companies after spending some time working in the pulp and paper industry. In the mid-1980s, he purchased Smart Turner Pumps and moved it to Brantford.

"In retrospect, the apprenticeship was pretty important because it taught me how to machine, to work metal, metallurgy, applications of metal," he said. "I didn't realize it at the time but it was the basis or foundation of everything that I'm doing today, whether it's pouring metal, machining or heat treating metals."

His advice to young people today?

"Get a trade. You'll never be unemployed." Founded in the 1870s as a machine shop in Hamilton, the company operated as the Smart-Ely Company and was known for excellence in plumbing and other machinery. It was incorporated as Smart Turner Pumps Machine Company in

1902 and became known as a manufacturer of pumps.

The company is now located on Hardy Road in Brantford where it has its head office, plant and main sales office. It produces pumps for a variety of industrial and municipal services.

Smart Turner Pumps can be found throughout the world including the Far East.

"We just shipped two units recently to Singapore for the petro-chemical industry and they weighed almost one ton each," he said. "They're special-custom pumps made to their specifications."

While other companies had a great deal of difficulty surviving the recession, Smart Turner Pumps just kept moving forward without any real problems.

"The recession didn't really affect Smart Turner," Lounsbury said. "We're in a business that our customers are in the oil industry, at nuclear plants and they weren't affected at all and so because of that we didn't even see a blip."

Smart Turner employs 16 people.

The company has plans to expand but just how that will happen remains to be seen. A lot of the work the company does is completed in-house but Smart Turner also sub-contracts work to other shops and foundries. The question for Lounsbury is how much of that work should be brought into Smart Turner and how much should remain with other firms by way of sub-contracts.

Sub-contracting gives the customer the flexibility to handle big orders without adding extra staff permanently and Smart Turner doesn't like to lay-off people.

Lounsbury was recently rec-



Ron Lounsbury, of Smart Turner Pumps, was presented with an ambassador award by the city's economic development department.

ognized by the city's Economic Development Department with an ambassador award for his efforts in promoting the city.

"It was for spreading the word about Brantford," Lounsbury said. "I started doing it mostly out west because I was dealing with people out there and I had to convince them why they

should give business to Smart Turner."

"Our location is a key thing, we're in Canada, we're in Brantford, located just off a highway and in close proximity to our suppliers."

Machine shops and foundries that do work for Smart Turner are all close by, he said.



He took information, literature and CDs that were provided by the city out west and gave them to his oil industry executives.

His efforts to promote Brantford also stemmed in part from a business meeting that when away for a reason many Brantford residents can appreciate.

Some clients were flying in from Calgary to meet with Lounsbury. They arrived at the airport, rented a car and set off to their destination.

Meanwhile, Lounsbury was in Brantford waiting for them and when the meeting time passed without their arrival, his phone rang. His clients were lost.

They told him they were in town but couldn't find his address anywhere and after a lot of talk back and forth about street names and landmarks it was clear they were in Brantford, not Brampton.

Now, whenever he travels, he takes literature and promotional material from the city's Economic Development department to promote Brantford. He travels a great deal to

Alberta and the city's promotional materials often end up in the hands of senior executives of multi-national companies.

Many of these people, say representatives from the Economic Development department, are from the United States and didn't know anything about Brantford.

The material provided by Lounsbury showcased the city's location within Ontario's 'Golden Triangle' of manufacturing and helped him promote the area as a place to do business.

"As the president of Smart Turner Pumps, he (Lounsbury) knows the value of being able to make something," a spokesman for the city's economic development department, said. "He established a core philosophy that has served him well - if you know how to make something, then you can figure out how to make it better."

"The same can be said of his desire to make Brantford a better place - better for business, better for young people, better for all."

## SMART TURNER PUMPS

"Proudly Canadian" 🍁

Has a can do attitude backed by more than 140 years of service

Story by Tim Gall

When the world needs something pumped, it is turning to a Brantford company that is thriving in the international marketplace.

The Canadian company - located at 392 Hardy Road - designs, engineers, and sells a complete line of Heavy Industrial Pumps. Founded in Hamilton, Ontario in 1870 and moved to Brantford in 1997, the company is ISO registered and produces high quality Industrial Products that are shipped across North America and around the world.

Whatever fluids you must pump - chemicals, oils, beverages, sewage, slurries... almost any liquid - Smart Turner Pumps can help you do it effectively and efficiently. At Smart Turner Pumps, today, computer technology is backed by more than 140 years of manufacturing and engineering experience.

"Smart Turner Pumps Inc. has a Can Do Attitude and specializes in the development of specialty products for niche markets," says Ron Lounsbury. "With a focus on R&D, we have a full time engineering staff assisted by the latest computer software and certified full pump testing capability."

"We are a relatively small privately owned company that thrives in a very large International market," he adds. "We are small enough and close enough to the market to make rapid changes in direction or focus - as the market may dictate - but large enough to take on the largest projects both domestically and overseas."

The firm's in-depth knowledge assures sound design, competent application, and quality workmanship of high quality and very heavy-duty industrial units custom tailored to the specific needs of each client. It is this combination that has earned Smart Turner Pumps a reputation for consistent performance with minimum maintenance.

The products are high quality specialized Industrial Pumps that can, and have, stood the test of time. Many existing Smart Turner Pumps are still in service after 50 years of 24/7 operation.

"We try to deliver more than the client expects," states Lounsbury. "Client satisfaction is our number one priority. A recent ISO survey, for instance, was completed without a single customer complaint."

Last year, the company received an award from the City as a Brantford Ambassador in recognition of its contribution to economic development in Brantford.

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