



# Connections

Featuring this week's chamber member profile...

## Featured Member: Rock-Tech

Rock-Tech was originally a distributor of mining equipment. As their client's needs grew, Rock-Tech evolved in to a manufacturing business. They started producing their own products for the mining sector, but more specifically to service underground hard-rock mining.

The transformation of becoming a manufacturing and production company was one their largest successes but also posed a great challenge. The dynamic of their work environment, which they have grown accustomed to has changed dramatically. What was once an emphasis on sales, parts, and service has now changed to include the actual creation of mining equipment. Everyone had to adapt, by learning what the company had to offer. A challenge for them was balancing changes that were inevitable while remaining loyal to their renowned excellent customer service. Updates needed to be made to accommodate a larger workforce.

There are two reasons why Rock-Tech is a leader in the manufacturing business. First is superior customer service. When a client comes to Rock-Tech with a product modification, they work diligently with the owners of the business to meet their goals. This allows the clients the privilege of receiving a high quality customer service experience, knowledgeable support but more importantly, a fast and accurate outcome. The quick decisions and knowledge of the owners are crucial in mining operation as one day of inactivity can be extremely costly. Second, their innovative product line was initially conceptualized for the 21<sup>st</sup> century. They are all designed to have the latest technology, best ergonomics, and have ease of maintenance for increased safety precautions.

**Rock-Tech** recently won the Innovation Award at the 17<sup>th</sup> Annual Bell Business Excellence Awards, hosted by the Greater Sudbury Chamber of Commerce.



**ROCKTECH**  
Rock Solid Solutions