

Why Bill Evatt and Mike Meinscher Sold AttaBox® to Robroy Industries®

AND WHY THEY ARE GLAD THEY DID

A ROBROY BUSINESS SUCCESS STORY

ATTABOX®

“Selling AttaBox® to Robroy® was a win/win. Everything was based on trust. Everyone did what they said they would do. There was not one time that we doubted their integrity. We got what we needed and wanted – they got what they needed and wanted. Very equal. Very fair.”



MIKE MEINSCHER



BILL EVATT

With those words, Bill Evatt describes the result of having sold his company, AttaBox®, a polycarbonate enclosures manufacturer, to Robroy Industries® in 2017.

Bill’s partner in the business, Mike Meinscher, agrees.

“We had talked to five major enclosure producers about possibly selling AttaBox®. From a business standpoint we were glad to sell to Robroy®. We wanted our enclosures to be sold alongside the best fiberglass enclosures and Robroy Industries’ Stahlin® line of enclosures is exactly that --- the best. For personal reasons we also chose Robroy® because of their family values.”

BEFORE THE DECISION TO SELL

Bill and Mike had built AttaBox® into a thriving business. Bill handled production, supply chain and customer account management; Mike was the company’s sales/ account manager, and operations support.

Together, they grew AttaBox® into a market leader in the design, manufacturing, and marketing of high-quality engineered polycarbonate NEMA rated enclosures used in diverse applications including industrial, solar, electrical, telecommunications, HVAC, instrumentation/control, government, oil and gas, and construction.

THE BEGINNINGS OF THE DECISION TO SELL

Despite their success, Bill and Mike faced a very significant challenge.

AttaBox® was at a point in its business development and product lifecycle that a sizable investment of money was required to take the enterprise to its next level. Bill and Mike did not have the resources nor the structure they needed to reach a whole new set of customers who required products that AttaBox® did not have.

WHY ROBROY INDUSTRIES?

“Why Robroy? The price was right,” Says Bill Evatt.

“But there was more to it than that,” he continues. “It always comes down to price, but we were fortunate enough to have a great working relationship with Robroy that went back 8 or 9 years before we sold Atta-Box® to them.”

WHY ROBROY INDUSTRIES? (continued)

Mike explains:

“Yes: we had a long-term relationship. We provided them polycarbonate enclosures that they private labeled to sell as an additional product to their fiberglass enclosures. Even though they sold our boxes as their products the market knew whose polycarbonate it was and having the world’s best fiberglass enclosure company selling our enclosures gave a great amount of added credibility to our business.”

The longstanding supply relationship between AttaBox® and Robroy® grew into a close and positive relationship between the principals and management of each organization. At one point, Bill and Mike approached Robroy with a suggestion for a partnership that would enable capital expansion for AttaBox®. Although that option did not materialize, it was the beginning of a process that ultimately ended with Robroy acquiring AttaBox®.

THE IMPORTANCE OF TRUST AND ORGANIZATION VALUES

The sale of AttaBox® to Robroy Industries was not an overnight event.

“Three years prior to the actual sales, we hit the sales numbers that Robroy was waiting to see,” explains Mike Meinscher. “From then on everything was based on a formula that we were all OK with. However, there was much more to the story than just numbers. There was total trust that they would fulfill their side if we fulfilled our side.

Bill Evatt agrees.

“Before we even agreed to sell AttaBox®, we showed the owners and management of Robroy our complete manufacturing operations. We even introduced them to our customers and suppliers all around the world. We felt that we could trust them and that turned out to be true. The trust was enormous. We were promised that if the deal

didn’t go through, Robroy would never use customer information or pricing and margin information against us. We gave them our costs, and we trusted that they would not eat us up with that information. They earned our trust.

Mike Meinscher concluded:

“So the right price, yes, but many other things. We appreciated the overall organizational values of Robroy® and we knew that the quality of their enclosure products had been the best in the market for almost 60 years. It is good to be part of that.



THE RESULTS OF BILL AND MIKE’S DECISION TO SELL TO ROBROY®

Following the sale of AttaBox® to Robroy Industries, both Bill Evatt and Mike Meinscher have gone onto other successful business endeavors.

Mike remains close to Robroy as a principal in TEC Sales, an independent sales representative agency that is currently the largest rep agency in the United States for AttaBox® non-metallic enclosures.

Bill comments:

“The people at Robroy are awesome. I miss the families. I miss working with them. I’d work for them today if they asked me.”

How do Bill and Mike feel, nearly five years later, about selling AttaBox® to Robroy Industries?

In Bill’s words:

“No regrets. Good people are hard to find. The process took years. We danced around numbers for quite a while but once we finally agreed, it went pretty fast. At the end of the day the process was fair. I feel that they were morally upright in how they handled everything. Selling to Robroy was a positive thing.”

Robroy Industries is “Leading the Way” on growing businesses from today’s ceiling to tomorrow’s potential while preserving their legacy. To discover more on how your business can be a part of Robroy’s growth initiative, visit <http://robroy.com/growth-initiative>

Robroy Industries
River Road
Verona, PA 15147