

PMPA Member CJWinter Finds Success in Superior Customer Service and Quick Turnaround Times

In 1969, Robert J. Brinkman acquired what would become CJWinter, a Rochester, New York-based company initially focused on the manufacturing of tooling and accessories for Davenport screw machines. At the same time that Mr. Brinkman acquired the company, it expanded its product offerings to include a complete line of thread-rolling dies, both for its own attachment, as well as for those from other manufacturers. Today, CJWinter is one of the world's leading manufacturers of cold-displacement, cylindrical dies and attachments.

CJWinter specializes in making products found in traditional thread-rolling applications, such as those used with multi-spindle screw machines, rotary transfer machines and CNC lathes. Its products and dies are also found in specialty applications, such as cold-root rolling used by the oil and gas industry and other industries that use dedicated rolling, forming and shaping mills.



"When it comes to thread-rolling dies, we like to say if the product is 8 inches in diameter or less, we either can make it, or we already have made it," says Liberato Pietrantonio, director of global sales at CJWinter. "We take pride in keeping our operations in-house by having the technology to make the products, the engineering to design the products and the top-notch technical support to follow up with customers."

One of the biggest advantages CJWinter gains from keeping its machining, heat-treating and packaging operations in house is the ability to ship products faster than its competition. The company is able to reduce downtime for its customers by offering next-day delivery for about 80 percent of its thread-roll products.

"From our sales team to our engineering team, we are very hands-on and responsive to our customers' needs," Mr. Pietrantonio says. "Doing everything in house makes us very efficient and helps lead our customers to greater success, which in turn leads us to greater success."

According to Mr. Pietrantonio, PMPA's wealth of information and educational materials online served as an inspiration for the company to expand and update its own website to offer

more resources to its customers. CJWinter's website now includes a breadth of helpful resources, including manuals, data libraries, catalogs and white papers.

"We're faced with an era in which people want instant access to information," Mr. Pietrantonio says. "Our response was updating our site to put up as much data as we can, so we can make it easier for customers to look up products, place orders and find information."

As a longtime PMPA member, the company has greatly benefitted from the organization's networking opportunities. Mr. Pietrantonio says the company is able to meet with many of its customers through PMPA events and meetings.

"If you're willing to participate in meetings and attend local and national meetings, PMPA is a great way to deepen your relationships with customers and grow your business," Mr. Pietrantonio says. "PMPA is a very professional organization that adds one more layer of support, allowing us to be more helpful to our customers."

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