

# Atom-Jet Group

*Leadership Through Innovation*

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Necessity has truly been the mother of invention and, ultimately, innovation for Atom-Jet Group of Brandon. Established in 1962 with humble beginnings as a home-based business designing and building a curious smattering of agricultural products, Atom-Jet has used its willingness to develop new and better products for its varied customer base and has leveraged the purchase of an established steel fabrication business to, more than 50 years later, stand as one of Brandon's most innovative fabrication and manufacturing businesses serving both domestic and international clients.

The Atom-Jet name was borne from its origin company's inaugural product, a water atomizer manufactured by Atom-Jet Industries for use as a humidifier in wood-burning houses. In the company's early years, it was also known for building barbeques and manufacturing switches for farmyard power poles. But, as time went on and Brandon's industrial business market began growing, Atom-Jet found itself being asked more and more for industrial machining and repair services – and the business grew from there. Acquired by its current ownership in 2002, Atom-Jet Industries later purchased the already-established Glendale Industries in 2011 and Atom-Jet Group has since been forged. With more than 50 years in business, Atom-Jet Group is well-known for its ability to research, design and build new and revolutionary products to meet the technological demands of today's modern industries.

For Atom-Jet Industry part of the company, focus is placed on its machining, agriculture manufacturing, and custom brazing divisions, while the group's steel fabrication services are specific to Glendale Industries.

Atom-Jet's Machining and Advanced Manufacturing division is further divided into the subdivisions of manual machining and automated machining, specializing in CNC machining, custom machining, weldments, carbide application, custom hydraulics cylinders, Parkerizing and align boring. Clients of this service are as varied as the industrial business complement in Brandon. The company's successful Agricultural Manufacturing section features several separate product lines of mainly tillage and seeding and fertilizer application tools, with hundreds of individual parts within those product lines. Products are available at many of the region's agriculture dealerships, including Case IH, New Holland and John Deere. With working relationships with approximately 330 dealers across western Canada, Atom-Jet's manufacturing division is highly renowned and makes up approximately 50% of all company sales.

Meanwhile, its Custom Brazing division employs a strengthening process of tungsten-carbide application that has been referenced as an innovation in the industry and can now be found in use by many of



## Quick Facts

- Brandon-based Atom-Jet Group is comprised of two companies, Atom-Jet Industries and Glendale Industries
- The pair of companies specialize in fabrication and manufacturing for the industrial, agricultural, oil and gas, forestry, mining, commercial and municipal markets
- Main market is Western Canadian, though product reach extends into the United States, Australia, Kazakhstan, Ukraine, and Russia
- Atom-Jet Group has a combined employee complement of 70-80 individuals, ranging from millwrights, mechanics, machinists, welders, pressure welders, engineers, accounting, research and development and management professionals
- Ranked as one of the Top 50 Fastest Growing Companies in Manitoba over the past decade

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[www.youtube.com/watch?v=PJxO7-8C2pl](http://www.youtube.com/watch?v=PJxO7-8C2pl)

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Atom-Jet's competitors. Atom-Jet has identified different applications for this process in the forestry and mining industries thanks to the longevity and ability to minimize wear on the leading edge of an implement.

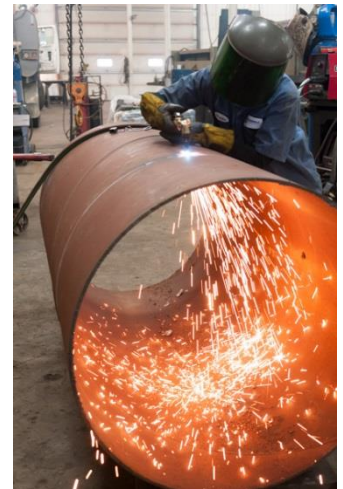
As for Glendale Industries, its focus is firmly on steel fabrication, producing everything from truck-mounted vacuum and potable water service tanks, powder coating services, and an industrial parts line, including hydraulics. The company is also capable of the fabrication of miscellaneous metal orders such as stairs, railings, and sub-structures, and can accommodate on-site repairs and on-site pressure welding.

Atom-Jet Group has found great success in serving the agriculturally-focused domestic markets of Prairie Canada, with the bulk of its business centred in Manitoba and Saskatchewan, though its foothold in Alberta and Northern British Columbia continues to grow. In addition, approximately 10 per cent of the company's sales are rooted in the United States, and Atom-Jet also relies on a dealer based in Australia to sell into that market and markets in Kazakhstan, Ukraine, and Russia.

Between its two companies, Atom-Jet Group employs a total of 70-80 skilled employees, including those in the roles of millwrights, mechanics, machinists, welders, pressure welders, engineers, as well as accounting, research and development, IT, and management professionals. Offering a wage competitive to many of Brandon's other manufacturing companies, Atom-Jet Group has found success in tapping the local labour market for its welders; however, skilled machinists have also been brought in from as far as Germany and the Philippines over the years.

The company prides itself on locally sourcing as much of its raw input product as possible – in fact, between 70 and 80 per cent of its raw materials are sourced from within Manitoba or from neighbouring Saskatchewan. Brandon's proximity to the Trans Canada Highway transportation network has been key to Atom Jet's market success, as has Brandon's position in the heart of the wheat belt and the City's strong complement of agriculturally-related trade shows, highlighted by the Ag Days expo held each January. And as the oil industry bounces back and begins to expand further into the Western Manitoba region, Atom-Jet Group's management fully anticipates new client markets to emerge from within the many oilfield support businesses that are anticipated would set up shop in the region.

So, while it may have been necessity that got them started more than five long decades ago, it has been Atom-Jet Group's ability to adapt, expand, acquire new product lines, and always impress its loyal customers with a quality product that has allowed it to stand the test of time.



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