

# Member spotlight: Bassett Mechanical Contracting, Engineering, Metal Fabricating, Service

## Creating Customers for Life™

Bassett Mechanical recently refreshed its brand to better reflect its diverse capabilities: Bassett Mechanical Contracting, Engineering, Metal Fabricating and Service. A third-generation family business now in its 79th year, the company has made its commitment to customers very visible on its recently revamped website: BassettMechanical.com.

That's where you'll see "We Answer To You®" and "Creating Customers for Life™" emblazoned throughout the pages – mottos the company has long embraced and which contribute to its longevity. "We were founded on the key principles of integrity, trust and meeting customer needs, and that's something Chairman Bill Bassett and CEO Kim Bassett have continued to embrace," said Mike Lutz, vice president of sales and marketing.

Bassett operates from those premises when it works with its customers in markets that include, but are not limited to, frozen food processors, dairy and cheese manufacturers, healthcare, industrial manufacturing, data processing facilities and education. Within the projects they do for those clients, Bassett can deliver everything from design, engineering, fabricating, installation and service of a project, which could entail industrial refrigeration, HVAC, piping and plumbing as well as the services required to maintain the mechanical systems in a facility, said Lutz.

Bassett has three divisions: mechanical contracting, metals fabricating and maintenance service. In the past two years, the company has seen significant growth in its mechanical contracting business because of the capital investments made in the food, dairy, cheese, healthcare and industrial manufacturing markets.

"The growth and expansion of our customer base provided significant opportunities for us to grow and to provide our expertise to ensure their projects were completed on time and to specification. Our goal is to exceed customer expectations" said Lutz.

In 2014, Bassett achieved an all-time revenue record of greater than 25 percent over the previous year. Lutz attributes the growth to all three divisions and to what makes Bassett different: its focus on team selling, quality, Lean and safety.

In the past five years, Bassett has been more proactive in presenting the company's capabilities to new and existing customers. They've complemented that with a strategic marketing and sales effort to participate in more trade shows and industry associations. All this while refreshing their brand to reflect the full scope of their capabilities; their new visual identity (particularly their logo) showcases that they're not only Bassett Mechanical but also Engineering, Metal Fabricating and Service.

"We realized we are unique in that most mechanical contractors don't have manufacturing or metal fabrication capabilities, and most metal fabricators don't have a mechanical contracting or a maintenance service division," said Lutz. "We have very few competitors that cross all these disciplines. We have a single-source selling opportunity and therefore we can offer more customized solutions."

Lutz says the company is well known and respected for its expert engineering and high quality work performed by skilled trade workers. "We also have a very detailed engineering process with multiple software drawings and design capabilities, and that extends into our installation and setup of facilities."

Final thoughts:

- Safety and Lean are top priorities. Lutz says safety, one of Bassett's key corporate initiatives and values, is to ensure that "everyone leaves the building exactly as they arrived and



Mike Lutz, vice president of sales and marketing for Bassett Mechanical Contracting, Engineering, Metal Fabricating, Service poses in front of some of the company's signage at the International Institute of Ammonia Refrigeration (IIAR) trade show in San Diego.

go home safe and sound." Safety initiatives begin with Kim Bassett and permeate the culture from her example. While Bassett has received some great recognition for its safety efforts, Lutz says it's just something "near and dear to the philosophy of the company." Safety is a key priority because it's about the benefit of three: the person to your right, the person to your left and you. Bassett also prides itself on executing the Lean principles on a daily basis; its been following the Lean journey for more than eight years.

- Growth requires investment. While the company's foundation is in the industrial refrigeration business, its growth in metal fabrication and maintenance services has prompted investments in the Madison and Milwaukee locations, as well as capital investments in excess of \$3 million at the company's headquarters in Kaukauna over the past five years. "This has come in our metal

fabrication capabilities and technology platforms; we've invested in equipment to enhance our design and manufacturing capabilities as well as fabricating software," said Lutz. "We try to stay on the leading edge whether it's small things like handheld tablets or the more complex software and equipment needed for engineering, design and manufacturing."

- Giving back. Being community oriented is a foundation of the company; it's provided a lot of support to the United Way of the Fox Cities, Rebuilding Together and a scholarship program Bill Bassett established for engineering students through the University of Wisconsin system. "Respect for the community is one of the values of the company. Bill and Kim live the value they have in our people and in the community. We Answer to You®."

You can contact Bassett at 800.236.2500 or BassettMechanical.com.

## Mark your calendar for YPWeek!



Keep your eyes on GreenBayCurrent.org and on social media (including www.Facebook.com/GreenBayCurrent) to learn what Young Professionals Week – slated for Saturday, April 11, through Saturday, April 18 – has on the docket for this first-of-its-kind observation in the Green Bay area.

YPWeek is a weeklong platform for discovery, adventure and meaningful conversations about the issues that matter to young professionals in the area. *Current* is participating and has a slew of events in the works for the week. YPWeek brings together key leaders in the community, at purposefully chosen locations that integrate the unique cultural assets with meaningful learning or social interaction. The activities engage the millennial workforce in activities and experience that are important

to them while educating employers on the important role these functions play in retaining their workforce.

This is the first time the week will expand on the model used in Milwaukee to include two other major metropolitan areas, Green Bay and Madison. It's also the first collaborative, statewide effort to engage talent in the nation. You won't want to miss out on the opportunities to learn and connect.