

## DIVERSIFICATION GROWS BUSINESS

**ABOUT TEXOMA MANUFACTURING.** Texoma Manufacturing is a family-owned business that serves the Oklahoma and Texas regions. Owner Scott Crain has been in the fabrication business since 1986 and was initially focused on custom metal fabrication. Over the years, the company has expanded to serve the trailer, refuse, and oilfield industries, as well as manufacturing storm shelters and safe rooms. Texoma operates out of its factory in the rural community of Durant where it employs about 20.

**THE CHALLENGE.** Even with expanded and diversified operations, Scott Crain knew much of his business was still tied to the petroleum industry, meaning he was at the mercy of ups and downs in that market. With a depressed oil and gas sector, that left Texoma anxious to fill excess manufacturing capacity. So when a customer approached the company with the need to develop a new type of tank that could hold a hydrogen chloride mixture, Texoma jumped at the chance to further diversify its business. For advice, Crain contacted Kay Watson, a manufacturing extension agent with the Oklahoma Manufacturing Alliance, a NIST MEP affiliate. Watson had worked with Texoma Manufacturing on several projects and enjoyed a solid relationship with Crain.

**MEP CENTER'S ROLE.** For the development of a new "acid tank," Watson met with Crain and other company leaders. Together they formulated a plan to design, engineer and bring the product to market. Watson called on Don Lake, an applications engineer working for the Manufacturing Alliance. Lake researched the needed specifications and then designed a bladder that fits into an existing Texoma tank, ensuring it met all industry requirements. Watson coordinated the development of prototypes. A few prototypes were distributed to customers who then provided the necessary feedback to perfect the product. Lake designed an efficient manufacturing process and full production of the new product soon began. Watson then helped secure patents to keep the innovation proprietary. Watson recently acquired funding that will help Texoma promote and further commercialize the product through marketing, digital media and professional video production. That builds essential groundwork that will allow Crain to further tap new markets and grow his operations.

**"The Oklahoma Manufacturing Alliance is our most important strategic partner. The resources and capabilities they bring to the table are especially vital. They help us be competitive in a global market and keep our company an important part of our rural community."**

-Scott Crain, Owner

## RESULTS



\$1 million in new sales



\$100,000 in annual cost savings



15 new high-wage jobs



\$1 million in new capital investments



New patents

## CONTACT US



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