

GROWTH ACCELERATION PLATFORM POWERED BY SCALING UP

ABOUT TROY CHEMICAL INDUSTRIES, INC. Troy Chemical, based in Burton, Ohio, is an ISO-certified manufacturer serving the surface finishing industry. They specialize in pretreatment chemicals, metalworking fluids, and wastewater solutions. Their products include concentrated pretreatment solutions that improve coating adhesion, advanced wastewater treatment options, and high-performance metalworking fluids. The company values close collaboration with customers, offering training and technical support to ensure success. Guided by principles of integrity and environmental responsibility, Troy Chemical has built long-term relationships with clients across various industries.

THE CHALLENGE. Troy Chemical partnered with MAGNET to develop and execute a comprehensive long-term strategic plan aimed at achieving the ambitious growth goals set by the company's new owners, Ted and Beth Bunton.

MEP CENTER'S ROLE. MAGNET supported Troy's leadership team in implementing its Growth Acceleration Platform, powered by Scaling Up, by facilitating Troy Chemical's ongoing leadership planning and strategy meetings. The goal of these regularly scheduled off-site meetings was to free the team from daily operational duties, allowing them focused, distraction-free time to collaborate on strategic initiatives and priorities necessary to propel Troy Chemical toward greater growth and profitability.

MAGNET provided Troy Chemical with two dedicated Growth Advisors to lead this effort, supported by the full suite of Scaling Up tools and resources.

"Troy Chemical received a significant amount of value from our year-long investment with the Scaling Up program. While some of the value is difficult to place a dollar figure on, it became evident that we were deriving confidence that a lot of the processes we were doing were the correct way to go about them. In addition, this exercise revealed some processes that were not as essential as we had initially thought. We appreciated the communication, the strategy, and the support we received."

-Ted Bunton, President

RESULTS



\$1,500,000 in increased/retained sales



\$95,000 in cost savings

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