

AIAM MEMBER HIGHLIGHT



Bradhart Products, Inc.

Brighton, Michigan

Craig Winbigler, Executive Vice President

www.bradhart.com

Bradhart Products originated in 1962 but has been under new family ownership since 1993. Since that change in ownership, the company has transformed itself into a highly technical contract CNC machining & services company to the aerospace, security & defense, transportation & industrial, and other niche industries. Our core competencies are machining applications up to 11-axis, engineering, part finishing, and inspection services. We are vertically integrated which allows us to provide a complete part to our customer ready for assembly. We have grown our company organically by solving our customers manufacturing program initiatives.

TOTAL NUMBER OF EMPLOYEES

65

All 65 employees are involved in aerospace services

PRESENCE IN MICHIGAN AND OTHER STATES/COUNTRIES

"We are ideally located in SE Michigan which provides us access to excellent manufacturing partners, technical resources, and a skilled labor market that supports our customers in both North America and globally."

WHAT ARE SOME OF THE ECONOMIC IMPACTS OF YOUR COMPANY BEING LOCATED IN MICHIGAN?

"In the mid-2000's, we made a strategic decision to transition our business away from commodity markets & shift our focus to primarily the aerospace industry. Today, more than 80% of our business portfolio is in aerospace. That transformation would have been much more difficult if we did not have such a talented supply base locally. Michigan is quickly gaining traction as an aerospace hub and rightfully so."

WHAT HAS BEEN, IN YOUR OPINION, YOUR COMPANY'S GREATEST ACCOMPLISHMENT?

"Creating an organizational culture that's foundation invites creativity, collaboration, and drive to exceed customer expectations. It is our belief that a strong culture solves a lot of problems and creates many opportunities without the need to micromanage operations. Our employees take total ownership which is very satisfying."

WHAT ARE YOUR GOALS AND VISION FOR YOUR COMPANY OVER THE NEXT 5 AND 10 YEARS?

"Our goals are not to be a certain size company. Rather, we are driven by excellence in everything we do. Bradhart has followed this path & discovered growth happens when we continually push ourselves to improve processes, embrace technology, and expand services. With this in mind, we understand the next 5-10 years will see our industry continue to change in terms of how customers are supported. We envision the aerospace supply base taking a more active role in managing our customers critical programs."

WHAT OPPORTUNITIES DO YOU SEE EXIST IN MICHIGAN FOR THE AEROSPACE INDUSTRY?

"Michigan has a growing aerospace supply base. If we can promote that fact further, an opportunity exists for Michigan to attract larger aerospace companies to expand their business into Michigan."

AS AN AIAM MEMBER, WHAT DO YOU SEE AS SOME OF THE BIGGEST CHALLENGES FACING MICHIGAN AND THE AEROSPACE INDUSTRY?

"Obviously, the pandemic has had a dramatic effect on commercial travel. Many businesses have transitioned to remote work and how they communicate with their customers versus in-person visits. The industry will get back to pre-pandemic levels but not anytime soon. So, what Bradhart is doing is communicating with our customers to see how we can better serve them with cost savings ideas, inventory management, and the implementation of CMMC certification."

HOW DOES THE AEROSPACE ASPECT OF YOUR BUSINESS BENEFIT FROM THE AUTOMOTIVE INDUSTRY IN MICHIGAN?

"Both the automotive and aerospace markets perpetually evaluate how technology can improve quality and facility efficiencies. From that standpoint, they have similar objectives that can complement one another."

