



EXCEEDING EXPECTATIONS EVERY TIME

For Supreme Screw Products President and owner Misha Migdal, exceeding customer expectations—every time—is more than a brand promise.



It's a mission that the Plainview, New York-based manufacturer of high-quality precision screw machine products lives and breathes every day. That mission is apparent throughout Supreme Screw Products—from its modern, 2,230 square-meter facility and highly trained, 50-plus member staff, to its growing fleet of Tornos turning machines.

Supreme Screw Products (SPP) moved into its Plainview facility in December 2015, leaving behind a cramped, 1,115 square-meter workshop in the Bronx, New York's northernmost borough. The company's new climate-controlled quarters has workshop oil mist extraction as well as climate control to defeat temperature fluctuations, a layout that enables a lean manufacturing approach, a well-

appointed conference room—and room to grow. The new site represents another step forward in Mr. Migdal's lifelong dream.

"It had always been my dream to own my own business, to be on my own and to build a business up over time," he explains.

Entrepreneurial path

In fact, he was on that path long before he became an SPP partner in 2003 and acquired his partners' interest in 2008. After earning his bachelor's degree with a focus in technology, he was working for a manufacturer in Israel in 1996 when his employer sent him to Tornos headquarters in Moutier,

Presentation



Misha Migdal, CEO



Switzerland for training on Tornos' Deco machines. Four years later, Mr. Migdal moved to the US and Tornos offered him a job as a machine technician. Over the next three years, he became an expert's expert, rising to the position of Senior Service and Application Engineer with Tornos.

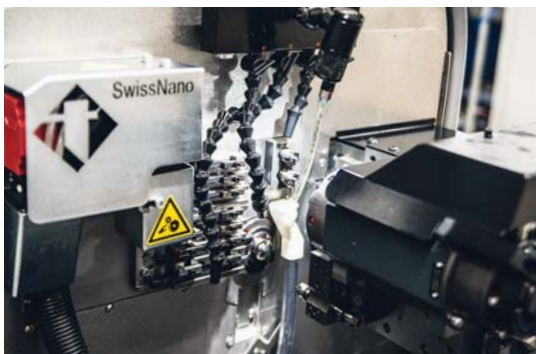
"I programmed machines, trained customers and Tornos technicians, and set up turnkey projects for customers," he explains, crediting his expertise with Tornos machines for making it possible for him to pursue his entrepreneurial dream. *"My experience with Tornos machines has done more than serve me*

well: I would not be able to do what I'm doing without it. I know these machines inside out and that allows me to think outside of the box of standard applications."

Expert's expert

His deep understanding of Tornos machines gave Mr. Migdal a competitive edge, too. It's no exaggeration to call him an "expert's expert" when it comes to Tornos technologies.

"This allows me and my team to start approaching customers who weren't thinking of typical products that could be machined on Swiss machines. That, in turn, positions us to advise our customers on more efficient and productive ways of executing their parts," he says. *"In fact, our partners at Tornos are sometimes surprised at what we can do with our Tornos machines."*



Embedded expertise

That technical knowledge is something Mr. Migdal transfers to every new hire, an investment that continues to pay off for his customers and for his business.

"We have to train every person we hire. Even people who come to us with a computer numerical control (CNC) background need six months to a year before they are productive for us. That's because the Tornos machine concept is completely different from most CNC machines," he says. *"Training is something we do right; we invest a lot in our employees."*

Exceeding expectations

The machining expertise embedded throughout SSP's workforce—along with a commitment to extracting every last bit of performance from each



Paul Zharebtsov, Production Manager



of the Tornos machines on his shop floor—makes it possible for the company to build on its promise of exceeding customers' expectations without exception.

Case in point: Just five years after breaking into the highly regulated and competitive medical manufacturing segment, SSP is the partner of choice for producing high-precision components for the breakthrough platform for robotically assisted minimally invasive surgery. Just how precise? A needle for that system can be as small as .8 mm in diameter, 1.2 mm in overall length, with unique characteristics mandating part tolerance of .002 and surface finish of around Ra 32.

Without limits

"We are making parts on our Tornos Swiss machines that many people wouldn't even approach," Migdal says. "My philosophy is: Whatever shape the part is—round, square, polygonal, whatever—we can make it if we can fit it within the diameter of the Tornos machine. We find a way around limitations."

Along with continuously extending the potential of its fleet of 16 Deco and three EvoDECO machines, SSP recently became a fan of Tornos' SwissNano, which was installed at the company's new Plainview location in December 2015.

"We struggled with some applications on our DECO machines—until we got the SwissNano and it's doing exactly what we need it to do," he says.

Rising to the challenges

A new facility, a booming business in growing market segments including medical technology which now accounts for 50 percent of SSP's projects, and a recent 20 percent increase in his workforce may

seem like a lot of responsibility, but Mr. Migdal wouldn't have it any other way.

"It is a lot of responsibility, but if I were afraid, I couldn't rise to the challenges," he says.

When he steps back and takes a look at SSP, he is most proud of his employees, who "put their hearts and souls into this business." It helps, too, to have partners like Tornos who transcend the typical customer/supplier relationship.

"In particular, Tornos Technologies' (US) Applied Technology Manager Paul Cassella, Assistant Service Manager Mike Callhan and Service Manager Roland Schutz deliver great support," Mr. Migdal says. "We are running two extended shifts and lights out, and we can call them anytime. Tornos is always ready to help us. That's the difference between a run-of-the-mill supplier relationship and a real partnership."



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