Taking a new look widens a manufacturer’s margins and product line

“We learned our value proposition and how to build our business with greater clarity.”

Titan Spring has been supplying custom parts to the biggest names in defense and aerospace since 1957 when founder, Joseph W. Park, set out to be his own boss. Today, Park’s relatives President Jim Glenn, CFO Judy Glenn and their children are carrying on the family business.

In 2007, after 50 years in California, Titan Springs moved their manufacturing to Idaho. Soon after, the recession hit. Between the relocation and the downturn of the economy, Titan Spring found business reduced by some 35%. It was time to get some outside assistance.

An Idaho SBDC coach helped the executive team look at the business differently; finding ways to improve performance and margins. This expanded their perception of the business to a specialty manufacturing company from just a spring company.

Today their business in Hayden is thriving with 28 employees, creating custom products for the likes of Raytheon, Woodward and Boeing.