

# Center for Solutions

The spirit of innovation lives on at Dixon

> With the grand opening in March of a 12,000-square-foot Innovation Center, Dixon is building significantly on its mission to develop coupling product solutions that improve processes, productivity and safety.

“To the best of our knowledge, other hose coupling manufacturers haven’t made this degree of commitment to continuing [such] innovation,” said Bill Harr, Dixon’s global marketing director. “We’re providing expertise, training, information and answers. For many of our customers, the Center effectively serves as an extension of their own technical area.”

Activities at the Innovation Center, located in Chestertown, Md., encompass a wide variety of technologies and products, all aimed at developing new products and finding solutions pertaining to Dixon’s industrial and specialty market segments including petrochemicals, construction, mining, fire prevention and suppression, food and beverage processing and pharmaceutical processing.

**“WE’VE ALWAYS ENCOURAGED CUSTOMERS TO SHARE THE CHALLENGES THEY FACE PERTAINING TO SPECIFIC APPLICATION NEEDS.”** —Scott Jones, vice president of sales and marketing

Center director Jim Shifrin leads the staff of product development engineers and technical support personnel. Research, development and testing functions include prototype product design and manufacturing, application-specific testing and competitor product benchmarking. To support these functions, the Center houses



Dixon customers can find training, information and answers at the new center.

technologically advanced machine tools, testing equipment, plus computer-aided design using SolidWorks modeling and simulation.

In addition, the Innovation Center conducts training sessions for Dixon distributors and end-users in a large,

interactive training facility suitable for serving groups up to 75 people. Wide-ranging training topics include sessions on fluid and dry material transfer applications, industrial hose coupling workshops and specific market segment training. Programs designed for small and large groups—including general and custom

courses—are part of the training options offered.

According to Scott Jones, vice president of sales and marketing, one key mission of the Innovation Center is to be a resource wherein customers can collaborate with Dixon engineers on proprietary projects. “We’ve always encouraged customers to share the challenges they face pertaining to specific application needs. We’re now taking this to a new level of support by working side by side with customer personnel here at the Center to come up with strong solutions,” he said.

Jones said that another goal of the Center is to support companies throughout the world, not merely those in North America.

The Dixon Innovation Center is dedicated to Howard W. Goodall, founder of Dixon, and his son Richard





Equipped with technologically advanced machine tools, testing equipment and computer-aided design, the Innovation Center offers opportunities for prototype product design and manufacturing, application-specific testing and competitor product benchmarking.

B. Goodall, who combined led the company from 1916 to 1994.

Bob Grace, president of Dixon, explained the significance of naming the Center after these men. "We are structuring the activities of the new Innovation Center around the needs of our customers. And this customer-centric focus is a hallmark of our company that goes right back to our early leaders," Grace said.

Dick Goodall, CEO of Dixon, provided a personal perspective on the company's culture of listening to customers. "Howard Goodall, my

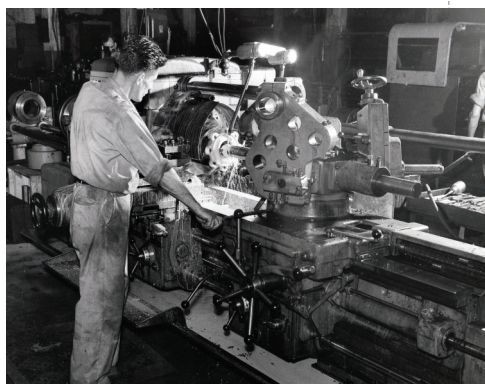
grandfather, was more than an astute inventor and engineer. He was a person who recognized the importance of asking consumers in various industries what they needed to do their jobs better," he said.

"This was no easy feat to do in the early days of Dixon. But he crisscrossed the country, visiting construction sites, mining operations, oil drilling companies and railroads. From these visits, he was able to build a solid product line that solved many of those challenges," Goodall noted.

Under the leadership of Howard

Goodall's successor, Richard B. Goodall, the company continued to grow and prosper largely due to R.B.'s long-range thinking and understanding of the industrial hose and fitting business. "My grandfather and father set the foundation for the company. Both men were great innovators and motivators," said Dick Goodall.

*To learn more about the resources of the Dixon Innovation Center, including training course topics, visit [www.dixonvalve.com/innovation](http://www.dixonvalve.com/innovation), call 800-520-0947 or email your request to [bharr@dixonvalve.com](mailto:bharr@dixonvalve.com).*



Dixon flourished under the company's founder, Howard W. Goodall, and his son Richard B. Goodall, who combined led the company from 1916 to 1994. The new Innovation Center is dedicated to them. "Both men were great innovators and motivators," says CEO Dick Goodall.