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Analysis — Albert Squire makes notations on the various chemicals he is using. To perfect the product, he compares it with the other ruse removing goods on the market.



Arthur and Louis Squire pour ingredients into a vat located in their basement.

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By MARTIN KOPPELL

CLIFTON PARK — Has the age of the conglomerate stifled the development of new businesses in the United State?

Or is it still possible for the small entrepreneur, willing to take large risks and expend much time and money, to reap a windfall.

Four years ago, Albert and Lois Squire of Tamarack Lane, entered the rust removing business. Although one of their motives was obviously commercial, they were also interested in developing a safe, efficient rust remover that could be used by any housewife.

Today their company, Bradford-Park Corp. (Bradford, chosen because it is a family name. Park, named after Clifton Park) is quite small. But sales have increased (last year they were \$10,000) and the Squires have intentions of building a plant in the Town of Halfmoon later this summer.

SQUIRE, a sanitary engineer with the State Health department, explained that the corporation had to overcome three major obstacles to get its product on the market, promotion, patents and packaging.

Because the firm decided to sell its rust product first to manufacturers, there was the problem of how to get it known and accepted. To accomplish this, the corporation advertised in technical magazines and has also distributed samples

Squire noted that although he and his wife compared their product favorably with other competing brands, manufacturers found it difficult to believe that the product "really works."

The second obstacle to overcome was to receipt of a patent to prevent duplication of the product by other firms. Squire said that while it was relatively easy to secure patents in Italy, France and Belgium, it was difficult to obtain one in the United States.

He explained that the corporation had to retain a patent lawyer who then had to check existing patents to determine whether their product was unique. This involves considerable time and expense because it takes from three to five years to obtain a patent.

THE THIRD PROBLEM to overcome, packaging involves determining the best means of wrapping the goods. Squire said that while the corporation currently farms out the packaging on a contractual basis, if the corporation succeeds, then packaging will be done at the plant in Halfmoon.

Conceding that the first five years of an organization are the most important in terms of survival, Squire stressed the importance of proceeding cautiously.

He said that while the firm has had opportunities to get into the retail field, he has confined the firm's production mostly to manufacturers because he felt that it would be too much of a gamble. For the same reason, he noted, the company has tried to avoid new products.

ASKED TO COMMENT on the financial aspects of the operation, Squire said that both he and his wife have invested thousands of dollars in the concern. The firm also has over 30 stockholders. He added that the raising of money has not been difficult.

BECAUSE THE FORMATION of a new business is risky, the Squires have relied on expert advice in the various stages of operation. One of the surprising sources of such counsel has been the New York State Department of Commerce. According to Squire the department has given the corporation "a lot of help, particularly in foreign relations operations."

Because they are aware of the pitfalls to which a new company can succumb, the Squires recognize the need to give the firm the time which it deserves. Mrs. Squire spends about 40 hours a week filling orders, while her husband spends about 30 hours in the laboratory in their home, where he conducts research and development operations.

Summing up the experience Squire noted that, "to get into a (new) business (you) have to involve a lot of risk capital and tremendous time with no immediate return."



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