

City Welding's mission statement is uncomplicated

This vision articulated by General Manager Robert Brouillette is the foundation of success in providing quality welding repairs and service to countless Sudbury businesses and individuals. Celebrating 35 years of continuous growth and innovation, City Welding salutes its legion of employees, past and present, and its innumerable clients – all instrumental in expanding City Welding from a one-man operation into a burgeoning establishment of 37 employees.

"We appreciate our clients' business and our employees' devotion," says Robert, who exchanged his prosperous career in law to help run the family business started by his father, Georges Brouillette, in June 1972.

Many employees have worked more than 25 years for City Welding. It's a level of commitment that underscores shared values between employees and their employer, Georges, who is still known to work into the wee hours alongside his fellow welders to ensure orders are completed on time.

City Welding is known in the industry for its 'out-of-the-box' thinking. Innovative solutions are applied to the myriad challenges the company negotiates on a daily basis. "What we do best here is solve problems, so customers entrust us to find the right solutions," Robert adds.

Faith in the company's work is demonstrated by the fact that no salesmen are employed. All orders come into the shop unsolicited, testifying to City Welding's stellar reputation in the community. The shop located at 939 Elisabetha Street houses a fleet of state-of-the-art equipment.

With sophisticated machinery on hand, metals are cut, or 'profiled', according to blueprints that are programmed into a computer. Industrial grade sheers, drills and presses cut, bend, and shape various metals, steel and aluminum materials into exacting specifications determined by customers, earning the company a distinguished reputation that attracts customers, both large and small. Service trucks, for example, regularly handle on-site repairs to heavy equipment currently used to expand Highway 69. And Hydro One depends on City Welding's team to repair rigs, trucks, and fabricate guards for machinery.

City Welding's insistence on being able to handle any challenge is crucial to its success, Robert says. "We do not have one service and income stream. Instead, we'll do whatever our client asks us. This has allowed our business to flourish."

Indeed, commitment to service dates back to the early years, even before Georges Brouillette dove into the uncertain waters of self employment. After gaining his journeyman papers in Montreal, he returned to Sudbury to find employment. He applied for one job, but was refused. Undeterred, he returned the next day, and the next, arriving at the job site even before the owner appeared. Recognizing Georges' steely commitment to work, the employer eventually hired him. But even full time employment was not enough to satiate Georges' thirst for challenge.

"He always wanted to do more, to apply his skills to more jobs," Robert recalls. Georges Brouillette started small. He borrowed money to finance a service truck and began welding trailer hitches from the family garage. But the number and variety of orders swelled to the point that Georges purchased the existing site on Elisabetha Street. City Welding has since expanded its main facility fourfold to accommodate an expanding list of employees and a burgeoning number of customer orders. A second building has recently been added to house equipment and heavy machinery. Another will be built for sandblasting work.

Yet despite a company constantly in the throes of change, devotion to quality service seeded in Georges Brouillette's work ethic long ago, endures. Delegating orders to employees gives way to an emphasis on results. Those with little experience are tutored and eventually developed into skilled problem solvers. And policies are in place to streamline the process of earning the various levels of certification required to work in the industry. General safety courses, forklift training, WHMIS and NORCAT certifications help ensure that safety is a priority. "Everyone," says Robert, "has to be certified because of the nature of the work."

The growth of City Welding from a home-based business into an established Sudbury icon owes its success to an extended family of innovative employees who share a strong work ethic and an ever-growing number of faithful customers that depend on the firm's service record.

"Our goal is to have employees knocking on our door, knowing we are the best place to work."

CITY WELDING

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A hearty thank you to all who have contributed to City Welding's success in Sudbury.