



# Trusting Success.

## *Machine tool distributor earns trust of Bizal Manufacturing*

Bizal Manufacturing was founded in September of 1965 by Mike Bizal, Sr. as a spin-off of a company called Graham Research. Mike Bizal, Sr. was responsible for a small machining department while his partner, Bob Lee, ran a tester business. Within a short period of time, the machining portion of the company flourished but the testing business remained flat. In 1969, Bizal bought Lee's part of the business and Bizal Manufacturing began operating out of a 3,000 sq. ft. facility in Columbia Heights, Minnesota.

After landing a few large accounts, Bizal built one of the first buildings of its kind in Fridley, Minnesota, on enough land to expand well into the future. During that growth time, Mike Bizal, Jr. worked at the company, attended college and was poised to eventually take the helm from his father.

Over the years Bizal added state-of-the-art machinery having realized early on that staying current with modern equipment provided a definite edge over its competition, and offered customers greater precision and faster turn-around. Today, the markets Bizal serves are as diversified as the shop itself. One walk through the well laid out facility and it becomes evident that its machine-set has been acquired with one major concern in mind... how to best service its customers.

### **A CHALLENGING DECISION**

Mike's father always told him to work with people you trust. That's proven to be sage advice. Mike Bizal continued to work hard, gain new business and expand the company's capabilities. All the while, Bizal strived to build solid relationships with machine tool distributors, confident that those relationships would be key to the continuing success of his business. One of those relationships was with Brian Holcomb, who was employed by a well-known machine distributor in the Twin Cities. Their business relationship grew with many successful transactions over several years. As Bizal continued to grow, so did Holcomb's career. In 1995 Holcomb seized an opportunity to open his own machine tool distributorship under the name Agility Machine Tool, with only two machine tool lines to sell. One of his first calls was to Mike Bizal.



*Mike Bizal holds one of the many machined parts produced from machines purchased from Agility Machine Tool.*



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Investing in high-end, technical precision machinery is always a decision that requires a great amount of thought and careful consideration. "These things are a lot like cars," said Biral. "Once you purchase, and the machine is delivered, it is yours for the duration. Even if it is maintained in top condition, it still loses value. When it's time to replace these machines, they are not worth anything close to what you paid for them new."

Biral needed new machinery; a long standing customer required service and ability that his shop would soon not be able to fulfill. After several consultations with different machine distributors, it became evident that Agility had the right machines for the job. However, one of the lines Holcomb represented had a history of problems and Biral shared his concerns with Holcomb. The line had recently been given a thorough redesign and, although Holcomb knew the machine line would now be a top performer, it was challenging to convince his customers to give it another chance. Biral said, "The machines had a lot of very nice features for the money and it all looked good on paper, but their reputation was a huge concern."

### THE TEST OF TRUST

Enter the priceless value of "trust" that Biral and Holcomb established over the years: Biral gave Holcomb the business. As added assurance Holcomb stated that, if the machine did not perform to Biral's expectations after installation, Agility would take it back, no questions asked.

Biral purchased the machine and shortly thereafter bought another. Time has proven that Brian Holcomb was right; the machines worked perfectly with very few problems, and the functionality was everything Biral needed. To date, Biral has purchased 11 of these machines from Agility, in different sizes and capacities. "Brian also gave us great terms," stated Biral. "We are a cash buyer and we like to turn equipment every 5 to 7 years. By keeping the equipment-set fresh and as state-of-the-art as possible, our performance outshines many competitors. For us, this is of primary importance. Plus, by upgrading on a consistent basis, our investment in training is minimal."

While these "deals" are not unique to the business, Biral understands that building a strong relationship is advantageous to complement and foster creative thinking between machine shop owner and machine tool distributor. "When that trust is there, and it is real and felt, it means everything," stated Biral. "We have good relationships with other machine tool distributors, as well. Our common goal is to always get the best piece of equipment of its kind for the money; Brian seems to always get that right for us."

### WIN-WIN RESULTS

Biral Manufacturing is now heavily involved in high speed milling, 3D, short run prototyping and several other cutting-edge types of machining. In addition to serving commercial and electronics customers, the company has expanded its customer base to include a significant amount of medical device manufacturing. The company's growth continues, relying on the experts that help define the best equipment for the job, along with the service needed to keep the equipment in top condition.



*It's a family affair at Biral Manufacturing, pictured here is Mike Biral with his sister and his son.*

Agility Machine Tool maintains a prominent position on Biral's "A" list for many reasons, but the greatest of these is rooted in the unquestioned trust between Biral and Holcomb. As a result, Agility has continued to add new lines to its offering. Perhaps Mike Biral said it best: "Building relationships such as this may not be the golden key to greater success, but it sure takes a lot of the worry away!"

For more information about Agility Machine Tool and Biral Manufacturing, please visit: [www.agilitymachine.com](http://www.agilitymachine.com) and [www.bizalmfg.com](http://www.bizalmfg.com)

