



**For Immediate Release  
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**Moore County, NC**

### **Robbins Company to Build Components for Florida Toll Booths**

Marion Precision Tool, Inc. in Robbins announced today that it has partnered with Schneider Electric's OEM Technology & Solutions Group to complete a project in central Florida worth \$4-\$5 million dollars over the next five years.

The project, referred to as "Lake Jessup", will provide technology and equipment designed by Schneider Electric to Florida's transportation system for the collection and transmittal of data from all toll booth stations on highways throughout central Florida. Schneider Electric is one of the largest suppliers of technology for toll booths.

Central Florida has approximately 150 toll booths, and 25 of these are unmanned, fully automated stations. Drivers passing through manned stations have to either throw the correct change into a collection basket or hand the money directly to an attendant. In contrast, the automated stations read either a transponder attached to the top of the vehicle or a special card inside the vehicle as it goes through the station, and the fee amount is automatically deducted from the driver's account. The special card can be read through a windshield and even inside a woman's purse. For travelers without the special transponder or card, the station takes a photo of the vehicle's license plate, and a bill for the toll amount is sent to the vehicle's owner.

The first phase of the Lake Jessup project involves replacing 1,800 manual antennas with automated antennas. Data from each toll station will be electronically collected and transmitted to the central command station in Orlando. The new technology will also protect the data by monitoring the system for intrusions, such as from hackers or terrorist attacks.

Despite the advanced technology, the automated antennas are susceptible to signal loss or reduction due to major storms, hurricanes, or other interference. The central command station may then misread the data transmitted or not receive any data at all.

To solve this problem, Schneider Electric has developed special motion components that can quickly readjust the antennas. This prevents having to shut down lanes and requiring employees to manually make adjustments. As a result, data accuracy from the toll booths is maximized while minimizing lost revenues, but most importantly, employees are not put at risk due to the high volume of traffic.

When Schneider Electric needed a contractor to produce these components, Joey Boswell, Schneider Electric's Motion Business Development Manager, saw the opportunity to use a

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Moore County business. Boswell has been with Schneider Electric in Knightdale, NC for four years, but has over 15 years of experience in the motion control industry. He is responsible for all of the company's new motion control-related business development in the Southeastern United States.

Boswell is also a Robbins native and currently lives there with his wife Martha. He attended Sandhills Community College and transferred to UNC at Pembroke where he completed a bachelor's degree in Computer Engineering. Boswell spearheaded the partnership between Schneider Electric and Marion Precision Tool for this project.

Marion Precision Tool, Inc., a high-end manufacturer of precision machine parts, relocated to Robbins from Ocala, Florida in January 2008. Boswell had heard about Marion as a supplier to American Growler, Inc. (also in Robbins) and learned that Marion was well-entrenched as a military and governmental subcontractor.

"Marion was a good fit for this project because they're capable of high-volume production and are already very familiar with the paperwork and procedural requirements associated with military and government jobs", said Boswell. Approximately 90% of Marion's current business is for the defense and commercial sectors.

Over the life of the project, Marion will produce 4,000 components. The company has already received the first orders from Florida and anticipates delivery in June, 2009.

"This is a very exciting venture for us and will significantly expand the scope of our work at our Robbins facility", said Ed Luider, Marion's owner. He expects to add at least two new employees and to purchase an additional \$125,000 to \$150,000 in equipment to accommodate the project.

"Central Florida is at the forefront of utilizing the most advanced toll station technology, and other states considering toll station systems will be looking at the Lake Jessup technology as a model. This project will provide extensive exposure for Marion and will truly showcase their capabilities", said Boswell.

"Joey is opening doors for us", said Luider. "Our relationship with him is already extending beyond Lake Jessup to other exciting projects." One such project involves a biometric device designed by Schneider Electric that utilizes fingerprints as a mode of access for security systems. Marion will produce a stainless steel housing unit for the device to make it more tamper-proof and enhance its potential as a product for the military.

"It's great to hear some positive news for a change", said Ray Ogden, Executive Director of Partners in Progress, Moore County's economic development organization. "Marion Precision Tool came to Moore County primarily to continue as a supplier to American Growler, but through local networking is already taking advantage of other defense and governmental business opportunities."

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Ogden added, “Marion is the type of business we like to have in Moore County. It’s not huge, but in just over a year, they’re demonstrating great growth potential. I hope we’ll be seeing more of our local businesses benefiting from those types of partnerships and contracts.”

Partners in Progress is the economic development organization that serves all of Moore County to improve the quality of life for our citizens through new business recruitment and existing business expansion. For more information, visit [www.moorebusiness.org](http://www.moorebusiness.org).

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