

**Nuts and bolts:**

- Founded: 1948
- Location: Elkhart
- What it does: Machine tool dealer of new and used metalworking equipment
- Employees: 10

**You can take it with you:**

- “One of the neat stories about this building is that originally it was in downtown Elkhart. My father-in-law purchased the company (from the original owner in 1959). He tore (another building) down, brought it to this location (in 1963) and resurrected it.”
- David Bortner took over the reins in 1995.

**Rare find:**

A 20-foot apron brake (used for bending sheet metal) designed to help build a pontoon boat. Niblock Machinery acquired the equipment when a customer asked for help locating a buyer. “I had it here two or three years because it’s a very unusual machine (typical length is 14 feet), and all of a sudden, I had two customers who wanted to buy it at the same time.”

**Pride and ‘glory’:**

“I get all kinds of calls from customers. When they’re satisfied and we’re able to take care of them, it makes you feel good at the end of the day.”

**Best in ‘show’:**

- Sprawling 23,000-square-foot headquarters contains two showrooms, a storage bay and a rebuilding facility, and is equipped with overhead cranes.
- “We can actually demonstrate the machines for the customer in the showrooms ... whereas our competition is just selling the machine off a piece of literature.”
- A separate 40,000-square-foot facility houses used inventory.

**Staying power:**

Diversification has helped Niblock Machinery remain successful. “We’ve done a variety of things through the years. When things are slow and people aren’t buying machines, they still need to have theirs fixed. Service work is what’s kept us going when the economy was slow.”



# Niblock Machinery, Inc.

## Building Customer Relationships

“We want to take care of the customer and be there to help them if the machine goes down and they need some assistance. We’re not just looking to sell them one machine – we want to sell them a machine that’s going to work and be profitable, and we want to be able to sell them future machines.”

– David Bortner, president, [www.niblockmachinery.com](http://www.niblockmachinery.com)