

Ultimate Recycling: Stator Winders Return Home

By Traci Matt
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If the cornerstone of automotive electrical remanufacturing is making what's old new again, Component Production & Recovery, or CPR (pun intended), has found a way to take that one step further. This Anderson, Ind. supplier owns five OE stator winders built in the 1970s by Delco Remy, which continue to churn out rewind 10SI, 12SI, CS130, CS130D, 22SI and 27SI parts.

"They have been moved all over the country and we have purchased them and returned them back home again to Indiana," said CPR President Randy G. Parker. "Using new stator lamination we can produce a brand new OE part off of the original manufacturing equipment. CPR also has the equipment to repair rotors by replacing slip rings,



CPR employee Carrie Grubbs.



Making what's old new again are (bottom row L to R) owner Randy Parker, Jim Huguenard, Mark Cassell and Joe Rector, and (top row L to R) Wayne Rieger, Marc Fry and Steve Herget.

AMERICAN MADE—AMERICAN PROUD



Component Production & Recovery racks up the rotors on their rotor finishing line, showing their balancer, drill press and lathe.

welding on new fans, varnishing, turning and balancing."

Parker, a native of the U.S. industrial belt, is far from naïve about the changing state of affairs in the automotive electrical industry. With engineering experience at both Delphi and Ennis Automotive on his resume, along with three years as president of component distributor RGP Enterprises, he remains encouraged with the number of opportunities in automotive electrical remanufacturing.

"I try to be a positive person and I still believe this is a great American industry and I don't like it when anyone speaks negatively about it. Please understand that I come from Anderson, Indiana, where there have been over

20,000 good UAW jobs lost. It will never be like it used to be but it can still be very good for all of us that will continue to work hard and find our niche market. I still firmly believe that there will continue to be niches in the rewinding and rebuilding industry for many years to come," he said.

Parker's headquarters, which houses both CPR and RGP Enterprises, is a 23,000 square foot, historic building which was originally used to manufacture decorative tiles.

CPR was incorporated in February of this year, but the original company, LR Industries, served the rebuilder and distributor market for more than a decade. Along with remanufacturing stators and repairing rotors, CPR also markets Taditel electronics. They have six employees and target rebuilders and distributors such as LTD, American Automotive, Dubois Marketing, and Ryder Rebuild, through direct advertising, as well as the *Electrical Rebuilder's Exchange* and Automotive Parts Remanufacturers Association (APRA) publications.

CPR recently joined the Electrical Rebuilder's Association (ERA) and is already seeing tangible benefits.

"We joined the ERA because we felt that our target audience would be reading the ERE newspaper and attending the ERA Trade Shows," said Parker. "The biggest benefit we have found is that we receive phone calls from all over the country now. We may not be able to supply everything that we are



Vintage '70s stator winders line the wall beginning with the 12SI at the far right, the CS130, the 27SI and the 22SI.

approached on but we are reaching a much bigger audience.”

Parker also exhibited at the ERA Trade Show in Portland.

“It was my first time as an exhibitor and I soon realized I was very unprepared—I didn’t even have a table or chairs,” he said. “After finding these important items, I was able to display a series of digital photographs that shows many of the capabilities we have at CPR. Surprisingly, the last two hours of exhibiting were the most beneficial for me.”

CPR has launched a core purchasing campaign featuring the catch-phrase “American Made and American Proud.”

“The reason we launched our core buying campaign is to make our company more price competitive,” said Parker. “If we can recover \$2 worth of copper out of a 22SI stator and save \$2 on the lam stack we can provide a part to the rebuilders for \$11 instead of \$15 and then we can compete.”

Parker said the goal at CPR is to stand out with exceptional customer service, including the use of tracking services through their freight company which allows them to monitor critical shipments through a GPS locator on the delivery vehicle.

“My prediction about this industry is that more and more people will begin to focus on customer service more than just price,” he said. “I saw a t-shirt just yesterday that said, ‘The bitterness of poor workmanship will last much longer than the satisfaction of a low price.’”