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## Investing in employees key to Valley Steel Stamp growth

Monday, April 20, 2009

By **CORI URBAN**

GREENFIELD - Diversification.


That has been a key in the success of Valley Steel Stamp Inc.

But it is only one of the keys in the growth of the business that has been in Greenfield since William D. Capshaw founded it here in 1971.


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Since it began, Valley Steel Stamp has increased its work force, added to the variety of products it manufactures in the Greenfield Industrial Park, grown its

sales staff and trained its workers in technological advances to increase their skill levels.

The company, which once manufactured just steel marking dies, now does contract machining to make parts for 600 customers - only three of which are in Massachusetts - that include industries such as aerospace, automotive, construction and oil and gas.

Valley Steel Stamp even makes tooling that prisoners use to make license plates in some state penitentiaries.

But Steven K. Capshaw, son of the founder and current company president, says Valley Steel Stamp is not just about expanding and creating jobs.


"We don't just want to provide jobs," he said. "We want our employees to have not just a job but a place where they can grow and flourish in the long term."

Valley Steel Stamp has 30 employees; six of them in sales. "In the mid-1970s, we had one employee," Capshaw said. Since then, "in any five-year period we have added about five employees."

The company used city and state tax incentives in 2002 and 2008 to grow the business by investing in equipment, upgrading facilities and training employees.

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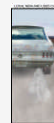
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