



Metal Man Restoration's Anthony Guglielmo says skilled manufacturing businesses like metal polishing can triumph against foreign outsourcing if they target clients, diversify and deliver results. AP

# Metal Man Learns To Outshine Rivals

## Expands polishing niche despite outsourcing

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The buzz in manufacturing these days is all doom and gloom. Plants are closing, work is outsourced to China and India, and the rust industry is dying in the U.S.

But don't tell that to Anthony Guglielmo, who launched **Metal Man Restoration**, a metal polishing and plating company, in 2003.

In three years, Metal Man Restoration has expanded from a 200-square-foot basement in Pelham, N.Y., to a 5,000-square-foot showroom and factory in Mount Vernon, N.Y.

It has grown from a one-man shop to having 10 full-time work-

his first job, he had to remove all the parts of a doorknob and ended up working eight hours for \$80. He figured he'd better learn to speed things up if he wanted to make a living.

Seeing that there was a growing market for a local metal polisher, he sought a loan from **JP-Morgan Chase's** Small Business unit. Guglielmo's application included a five-year plan that "showed how I wanted to grow the business by doing commercial and manufacturing work while retaining my residential customers," he said.

JPMorgan Chase issued him a \$34,000 loan through the Small Business Administration in 2003. "The majority of loans that we guarantee tend to be re-

cial and historic renovation, 30% residential and 20% manufacturing.

As Metal Man's revenue started increasing, Guglielmo moved from the cramped Pelham store in April 2004 to an industrial park in Mount Vernon. He quit his job at the Federal Reserve Bank and focused on Metal Man. He bought a larger sand blaster and established separate rooms for welding, polishing and metal fabrication.

Guglielmo has been enterprising about finding ways to add to his business. For example, he attends local Westchester County home improvement and antique shows. Most of the work derived is residential.

Guglielmo started bidding on