

Efforts inject growth, expand customer base

N.Y. State Industrial Coatings has seen sales increase by 40 percent

By **ANDREA DECKERT**

Expanding its capabilities and improvements at its Rochester site is helping drive growth at N.Y. State Industrial Coatings Inc.

Jeff DeFranco, the firm's president and CEO, said a plan to grow the business earlier this year has led to sales increasing by 40 percent since then, as well as a 25 percent increase in its customer base throughout the Northeast. It serves customers across New York and into Pennsylvania and Ohio.

The business works with industries ranging from food and beverage to manufacturing; it also has customers in the petroleum industry, where it provides services such as sandblasting and adding coating to large oil vessels. Other services the firm provides include floor coatings, roofing systems and drain installations.

DeFranco, who has a background in biology and chemistry, has more than 30 years of experience in the construction industry. He formed N.Y. State Painting Inc. in 1990, where he was president and majority stock holder. That company was dissolved and DeFranco launched N.Y. State Industrial Coatings in March as the sole principal.

DeFranco uses his biochemical background to customize coating specifications to meet clients' specific needs. He said creating and maintaining long-term relationships with customers is key, as is a skilled workforce.

"We have a great team here," he said.

The company, which employs 25 workers, includes three generations of the DeFranco family. Jeff DeFranco's father, Joe DeFranco, and his son, Nick DeFranco, both work there. Joe DeFranco is in charge of material and equipment management



Photo courtesy of N.Y. State Industrial Coatings Inc.
Working at the firm with President and CEO Jeff DeFranco are his father, Joe DeFranco, and his son, Nick DeFranco.

programs, while Nick DeFranco serves as vice president of operations.

Improvements have been made to the company's 12,000-square-foot warehouse and office on two acres on Ames Street to accommodate growth. The upgrades include adding a conference room/education center for training, front office renovations and updating the warehouse, as well as updates to its website.

One longtime client of DeFranco's is Maidstone Coffee Co. in Henrietta. DeFranco has been doing work for them since 2001, when he was still running N.Y. State Painting. Jobs have included painting large vessels, piping, steel beams, walls and other structures throughout the manufacturing plant, said Garrett Dobesh, Maidstone's

plant manager.

DeFranco's team installed an epoxy floor throughout the 40,000-square-foot facility that has held up tremendously through excessive wear and rigorous fork lift traffic within the plant, Maidstone officials said. Over the years, DeFranco has maintained several existing projects and made continuous improvements throughout the facility.

DeFranco's most recent project at Maidstone's facility was to install a roofing system guaranteed to protect and seal its roof from leaks.

"N.Y. State Industrial Coatings delivers what they say they will deliver and is driven by the management and leadership of Jeff," Dobesh said.

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