



Fay Industries Inc.

Fay Industries Inc. is more than a business. It's a family. The Strongsville firm, which operates as a full-line steel service center, has built itself and its business around family values and leadership.

Fay Industries had its beginning in Brooklyn. The business was known as Fay Machine Products in 1974 when Jack Notarianni and his brother-in-law, Dick Schnaterbeck, decided to buy the firm. Both men had a strong background in steel, so it was not long before they began to work heavily as a steel service center, and less and less as a machine shop. In 1989 they changed the name of the business to Fay Industries, phased the machine shop out of the business, sold it and then began to concentrate solely on steel.

As a steel service center, Fay Industries buys large quantities of steel from the steel mills, and then supplies it in smaller amounts to its customers. Although some of its 1,600 customers in Northeast Ohio purchase the steel from Fay Industries without having the firm do anything to it, many of its customers seek value-added services when they purchase the bar or plate steel from Fay Industries. Thus, the company now has 12 saws in its shop to cut according to customer specifications. Using these saws they are able to take any shape or size of steel, including tubing, angles, channels and flat bars, and turn it into something useful for a variety of industries, ranging from the automotive to the toy industry and original equipment manufacturers to medical equipment manufacturers.

(Left to right) Conley Schnaterbeck, vice president of credit and human resources; Dick Schnaterbeck, president and treasurer; Jack Notarianni, vice president and secretary; Craig Notarianni, salesman; John Notarianni II, vice president and controller; and Brad Notarianni, material manager, have built up a strong, family-owned-and-operated business.

Fay Industries' new state of the art facility in Strongsville



What Schnaterbeck, president and treasurer, and Notarianni, vice president and secretary, have created is nothing unusual in the Greater Cleveland area. They compete within a large industry. But the family-oriented firm has been able to provide close, personal attention to customers. It was not long before both men's sons joined the firm. Today, R. Conley Schnaterbeck is vice president of credit and human services. Jack's sons, John II, vice



president and controller; Craig, salesman; and Brad, material manager, have also come on board to help Fay Industries continue its growth. Together with their fathers, they manage about 50 employees, 26 of whom belong to 10 families that also work at the firm.

Both Notarianni and Schnaterbeck have always had an intimate knowledge of the steel industry and what it entails and admit that they have known many of their customers since day one. This has allowed them to not only serve customers better, but to grow as they grew. This continual growth was the reason behind the firm's move from Brooklyn to Strongsville. It left Brooklyn in 1986 but was forced once again to expand in June of 1999. This led Notarianni and Schnaterbeck to Strongsville's Foltz Industrial Park, where they built a state-of-the-art facility on five acres of land with the option to buy five more acres — which they anticipate will be needed within five years, as more customers and businesses realize who they are and what they do. And what Fay Industries does is provide quality service in a personal manner.