

Farwell manufacturer adds to holdings

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A Farwell manufacturer is expanding its line of products after joining forces with the founder of a strength training company, a move which is expected to create more jobs.

Rogers Athletic Co., which manufactures football training equipment, has expanding its product line with the purchase of Pendulum Strength Training Solutions, Rogers spokeswoman Sarah Waite said.

Tyler Hobson, founder of Pendulum, a strength training equipment

manufacturer that has sold systems to athletic departments at the University of Michigan, Notre Dame, Pennsylvania State University and the National Football League's Tampa Bay Buccaneers, is now in charge of national market development for Rogers Athletic Co., Waite said.

Hobson, who has been a power lifter for more than 20 years, will work with national strength trainers to develop equipment specifically for universities, the NFL and others, Waite said.

Although no new jobs have been

announced, it is anticipated that as orders for the new equipment come in, the company will need more workers at its Clare manufacturing plant, Waite said.

"In the future, we definitely project that," she said.

Hobson, whose company was formerly based in Conroe, Texas, is responsible for developing new equipment and will continue to serve customer needs, Waite said.

"For me, this is a great opportunity to do what I love to do," Hobson said. "I will be able to focus my time on meeting the needs of strength train-

ers and deliver quality equipment.

"Rogers' reputation for delivering quality, combined with their extensive manufacturing resources, is a thrilling step forward for Pendulum."

Kyle Camp, general manager of Rogers Athletics, said the purchase of Pendulum will help with the company's goal.

"I'm confident about Rogers taking this step," Camp said. "Our goal has been focused on satisfying specific training needs with superior products.

(See Rogers, Page 2A)

Rogers

(Continued from Page 1A)

"This is a natural extension that keeps us on target."

Rogers Athletic now carries the full line of weight and strength training machines, including current Pendulum products, and company officials plan on introducing a newly expanded product portfolio, including the re-branded Pendulum line and Rogers' latest specialized training products, Waite said.

Rogers Athletic is a privately-held manufacturer owned by Dave Rogers that has manufactured football training equipment for more than 35 years, Waite said.

It is a sibling company to Stageright, which manufactures portable stage equipment in Clare, and Filcon, a plastics packaging company also in Clare.