



BRANICK INDUSTRIES – A BRIEF HISTORY

Charles E. Branick, better known by all as Earl, was born in 1893 on a small ranch west of Dickinson, ND. He spent his first years growing up and working on the ranch but moved into Dickinson in the early 1900's to attend school.

By 1907 Earl had driven his first car (with a whopping two-cylinder engine) and noticed that they experienced at least one flat every 50 miles or so. This spurred the idea of starting a tire vulcanizing and repair shop and in 1910 Earl opened Branick Vulcanizing in Dickinson. In the fledgling field the challenges were many, especially in a rural location. To learn more about the industry, he closed the Dickinson shop and went to work for Goodyear and Firestone.

In 1912 Earl joined the army and served for several years, including during WW I. After this, he decided it was time to get back into the tire industry and in 1917 he opened Branick Vulcanizing on 5th St N in Fargo, ND. The new business was focused on tire repair and service and included Branick "tread top" service vehicles that provided early roadside assistance. Earl had a creative mind that never stopped and he quickly starting developing new methods and equipment to improve both the quality and efficiency of the process. Business was good enough that by 1921 the company moved to a larger building at 810 Front St in Fargo.

In 1923, Earl developed his first tire spreader to use in his shop. By 1925 he had received enough requests from other tire store owners that he decided to start selling the tire spreader and changed the name of the company to Branick Industries to cover both the manufacturing and vulcanizing branches. The Model B was a huge benefit to anyone in the tire industry and Branick Industries quickly became a well known name. In 1931 it had its first overseas sale when a tire operation in Inchinnan, Scotland purchased a Model B.

Earl recognized that to keep pace with the rapid changes in tire manufacturing, repair and service he needed to see what others were doing. In 1939 he earned his pilot license and began flying to shows, shops and meetings across the country.

Branick had been focused on tire spreaders for years but had been introducing various other products along the way including curing rims, cages, tools and jacks. In 1950 Branick manufactured the first pneumatic bumper jack. It was an instant success as it saved time and a great deal of effort when removing tires from a vehicle. By 1951 Branick needed more room for manufacturing and had a building purpose built at 1213 NP Ave in Fargo with the additional manufacturing space needed as well as a showroom, service bays and larger shipping and receiving area. Shortly after, in 1953, Earl was named as the first chairman of the National Tire Dealers and Retreaders Association, then known as NAITD.

In 1957 Branick again had outgrown the building and built a large two story building at 2600 3rd Ave N in Fargo. This 75,000 sq. ft. building was created with growth in mind, having ample space for all aspects of the business with room to expand in the future. It became Branick's home for more than 30 years.

In 1968, at the age of 75, Earl decided it was time to slow down a bit and sold the company to Applied Power of Wisconsin. Earl left the day to day operations to others but stayed on as a consultant until he passed away in 1977.

In 1982, Branick Industries became the first North Dakota business to win the Small Business of the Year award. The award is given to businesses that exemplify outstanding business and community service.

In 1983 Branick was purchased by Noel Fedje and Duane Brasch. Duane and Sandy Brasch, along with Tom and Tiffany Bolgrean, continue ownership today. They began an era of dramatic expansion both the improved sales and purchasing other companies that would extend the Branick product line.

In 1985 Earl Branick was one of the first two inductees to the American Retreaders Association Hall of Fame. The honors for Mr. Branick continued with the 1986 naming to the Tire Industry Hall of Fame and the 1988 induction to the North Dakota Entrepreneur Hall of Fame.

1987 saw the purchase of Bishman Manufacturing of Watertown, SD. After a name change to Amtec, the Watertown facility continued manufacturing the Model 931 Tire Changer that Bishman had developed.

In 1989 Branick purchased Grigg Automotive Manufacturing and the curing rim division of Elrick Industries, both located in California. Elrick's curing rim manufacturing was transferred to Fargo along with manufacturing of the G300 Brake Bleeder and other tools designed by Grigg.

After nearly 40 years in the 3rd Ave N location, Branick purchased its current building at 4245 Main Ave in 1996. The move provided more manufacturing space with a better layout.

Branick Industries is proud of its history and the legacy of its founder, Earl Branick. They continue the tradition of innovative design with such tools as the Model 7600 Strut Spring Compressor, a fixture at almost any auto shop in the US and most of the world, and being first to market with nitrogen inflation systems, having the largest line available. That tradition will carry Branick forward to the next century and beyond.

EARL BRANICK - A BUSINESS TIMELINE

DRIVES A CAR FOR THE FIRST TIME



1907

BEGAN WORKING FOR GOODYEAR AND FIRESTONE



1911

OPENED IN FARGO ON 5TH ST N



1917



CREATED FIRST TIRE SPREADER FOR USE IN HIS SHOP

1923

EARNS PILOT LICENSE



1939



MOVED TO 1213 NP AVE FARGO

1951



MOVED TO 2600 3RD AVE FARGO

1957

FIRST NORTH DAKOTA COMPANY TO WIN THE NATIONAL SMALL BUSINESS AWARD



1982



NAMED TO THE TIRE INDUSTRY ASSOCIATION HALL OF FAME

1986

1893



EARL BRANICK BORN IN DICKINSON, ND

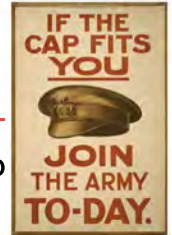
1910



OPENED BRANICK VULCANIZING IN DICKINSON, ND

1912

JOINED THE ARMY & SERVED IN WW I



1921



MOVED TO 810 FRONT ST FARGO

1925

BEGAN SELLING THE MODEL B SPREADER



1950

FIRST PNEUMATIC BUMPER JACK PRODUCED



1953

FIRST CHAIRMAN OF THE NATIONAL TIRE DEALERS & RETREADERS ASSOCIATION



1977

EARL BRANICK PASSES AWAY



1985

INAUGURAL INDUCTEE INTO THE ARA HALL OF FAME



1988

INDUCTED INTO THE NORTH DAKOTA ENTREPRENEUR HALL OF FAME

