



EntrepreNews

News & Events



Meet Your Neighbors

Jim Springer Everlite www.everlite.us (866) 895-9172

Have you ever been rolling slowly down a residential street at night looking desperately for the house numbers? Perhaps Mr. Herbert C. Curtis did too, because he invented Illuminated House Numbers in 1934. According to the



Jim Springer, owner, EVERLITE®

EVERLITE® website, "The initial purpose of the business was to fulfill the emerging demand for house numbers after the establishment of a uniform house numbering system for Milwaukee in 1930. The EVERLITE product line was developed to coincide with the numbering scheme as a more functional house number by means of low voltage illumination."

RBC entrepreneur Jim Springer starting working for Curtis Industries in 1989 and bought EVERLITE in 2003. While interviewing Jim for this issue, it was clear what really made him light up was talking about his family. He moved to Racine from Lake Geneva with his wife to be closer to their children and grandchildren. The fact that he said it costs 70% less to operate here than in Lake Geneva seemed like just an added bonus. Jim's workbench is peppered with family photos and his business is a family enterprise. His wife, two sons, a daughter and a brother all work for EVERLITE.

Jim orders blank tile and then he and his crew glaze and assemble the Made in America componentry here. The frame is a weather-resistant die-cast aluminum and the black-fired numbers on ceramic tile are easy to read, providing high visibility day or night. These are easy to install and they're illuminated via your doorbell transformer by warmly lit incandescent bulbs that come with a free lifetime bulb replacement warranty with purchase. Their three main customers are direct end-users, lighting showroom distributors and contractors/builders. With the increase of internet shopping and Google, business doubles every year. The Illuminator is their bestselling product. EVERLITE has distributors from California to New York and from Texas into Canada.



Estate Series

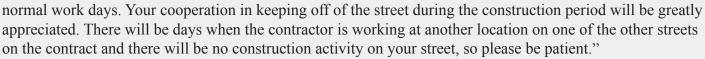
The EVERLITE website states, "While the product is now going through several enhancements and feature improvements to meet the changed municipal code specifications and esthetic tastes of a more sophisticated home market, the principals of FIRST QUALITY MATERIALS offering a LIFETIME OF SERVICE with EXQUISITE TASTE continues as the product's mission."

When asked what's unique about his business or product, Jim answered simply, "Its longevity." What does he want other tenants to know about him? "If a neighbor believes I can help, I'd be happy to."

Under Construction

Road construction is well underway on 16th Street. According to the City of Racine, "the resurfacing work will include the cracking and seating the concrete pavement, adjusting the manholes and storm water inlets, sanitary and storm sewer repairs/replacements, repair of the existing curb and gutter, lawn restoration, and the placement of asphaltic overlay.

Parking on the street will be allowed at night and on weekends, but all vehicles should be moved off the roadway by 7:00 am each morning on



Due to an increase in traffic through the RBC parking lot from the west side, please be extra cautious when driving behind the building at the blind curve. There have been some near misses.

The construction foreman assured us that they will be done in November some time. Considering the 16th St. Studios Open House is coming up quickly, we surely hope he's right!

Would you like your business to be highlighted in an upcoming EntrepreNews issue? Please contact us. 262.637.3958 emontgomery@racinebusinesscenter.com

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