



**Rough
Brothers,
Inc.**

**Design,
Manufacturing,
Systems,
Construction**

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News

Table of contents

1 AGPA Newsletter (March 2008).....	2
2 GM Pro (June 2007).....	2
3 Resource Magazine (June/July 2006).....	2
4 Cincinnati Enquirer (June 20, 2005).....	2
5 US Business Review (March 2005).....	2
6 Industrial Laser Solutions (December 2004).....	2
7 GM PRO (June 2004).....	2
8 Greenhouse Grower (May 2004).....	2
9 Greenhouse Business (October 2004)	4
10 Greenhouse Business - Special Report (October 2004)	4
11 AABGA (December 2004).....	4
12 AERGC Newsletter (Autumn 2004).....	4
13 Chicago Greenscapes (Winter 2003).....	4
14 Greenhouse Grower (May 2003).....	4
15 Greenhouse Grower (January 2002).....	4

1. AGPA Newsletter (March 2008)

- Rough Brothers Incorporated - A Company Profile

2. GM Pro (June 2007)

- Consider Several Factors When Designing A Greenhouse

3. Resource Magazine (June/July 2006)

- Outstanding Innovations

4. Cincinnati Enquirer (June 20, 2005)

- Clear Path For Growth

5. US Business Review (March 2005)

- Coming Up Roses

6. Industrial Laser Solutions (December 2004)

- Cutting Greenhouse Structures

7. GM PRO (June 2004)

- Q and A: Rich Reilly

8. Greenhouse Grower (May 2004)

Rough Brothers, Inc. in Cincinnati, OH, has made huge strides in greenhouse engineering and manufacturing in the last 20 years, and further still since it was established in 1932. Judging by the physical expansion of its headquarters alone, since 1983 (pictured above), the greenhouse manufacturer has grown exponentially, along with the rest of the floriculture industry over the last two decades.

Twenty years ago, Rough Brothers' product line was primarily standard glass and polyethylene film greenhouse structures. Today, the company offers the broadest product line in its history - everything from a simple shade structure to technologically advanced open roof glass and poly structures. Rough Brothers has evolved into an engineering/design-to-order manufacturer with capabilities in place

to build any number of structures using any number of coverings: glass, polycarbonate, film, and more. Rough Brothers also offers heating, shading, cooling, benching, ventilation, and irrigation systems.

Its product line evolution is evident in the number of customers Rough Brothers has attracted, increasing its client base by 100%. Twenty years ago, Rough Brothers was working on approximately forty to fifty projects per year. In 2003, it is scheduled for 400 to 500 projects.

Technology Breakthrough

Just as the computer has turned the rest of the world upside down and completely revolutionized the way every company does business, so has the computer been the single biggest development incorporated into Rough Brothers Inc. within the last 20 years. With computers on every single desk and throughout its production facilities, Rough Brothers' president Richard Reilly estimates that before long, every one of Rough's job sites will require computerization.

"We use computers to assist in design, engineering, estimating, material controls, and several other aspects of our day-to-day operations," Reilly says. "We use them on projects from inception through completion. Computers have made us far more efficient. They have helped to improve our accuracy and detail with design projects and have given us a far greater overall design capacity."

Keys To Longevity

A company of great history and integrity, Rough Brothers attributes its success over the years to its commitment to building the highest quality environments in which growers can produce superior crops. That commitment shines through in its team members and employees at every level, who live by the company's mission statement: "Rough Brothers is committed to building the world's greatest places for plants. To accomplish this, the company is committed to reaching new, measurable levels of operational excellence and customer satisfaction," Reilly says.

"The rewards of our success will be unparalleled value created for our customers, profit sharing for our employees, and substantial growth for our company as we identify and meet the ongoing needs of the industry," he says. "We believe that we attract and retain the best people in the industry."

Rough Brothers Profile
Year Founded: 1932
Location: Cincinnati, OH

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9. Greenhouse Business (October 2004)

- Zylstra Greenhouses

10. Greenhouse Business - Special Report (October 2004)

- Special Report - Hurricane Survival

11. AABGA (December 2004)

- Garfield Park Conservatory Restored

12. AERGC Newsletter (Autumn 2004)

- Garfield Park Restoration

13. Chicago Greenscapes (Winter 2003)

- Rebuilding the Glass Palace

14. Greenhouse Grower (May 2003)

- An Illuminating Idea

15. Greenhouse Grower (January 2002)

- A National Treasure Reborn