

# A half-century of serving restaurants' needs

By MELINDA RIZZO

Special for Lehigh Valley Business

Sometimes, boyhood dreams come true.

As a young boy in Ireland, Terence (Terry) O'Reilly Sr. longed to have his own fleet of "lorries" or trucks, canvassing the countryside in a scenario where he was the business owner, according to his son, Sean O'Reilly.

The O'Reillys do have a fleet of trucks, but instead of scouring the green hills of Ireland, the family business, with an office in Wind Gap and based in North Philadelphia, has made the tri-state area its home for 50 years, serving commercial kitchen sanitation needs.

"We're a local company, and we plan to remain a local company," said Sean O'Reilly, a Termac Corp. principal along with his brother Terence O'Reilly Jr.

Beginning in 1963 with one service van, a paging service and a long-term vision, Terry O'Reilly Sr. founded a kitchen sanitation service business that has grown and evolved – much like the restaurant scene itself in the region and beyond.

Sean O'Reilly said his firm is anchored in the Delaware Valley and Lehigh Valley region because the company's long term vision is to stay local.

"We don't have an interest in serving multinational or nationwide chains because of our focus on prompt customer service turnaround times and our 24/7 attention to our clients," Sean O'Reilly said.

He said the company began by serving diners and has grown and expanded over the years to provide kitchen sanitation services to fine dining restaurants.

Sean O'Reilly credits his father's no-nonsense, straight forward approach to business that laid the foundation for the company's success.

"After all, people have to eat, and it has to be on a clean dish," Sean O'Reilly said, quoting his dad.



Termac Corp. founder Terence O'Reilly Sr. with sons Sean O'Reilly (center) and Terence O'Reilly Jr.

CONTRIBUTED PHOTO

## DIVERSIFICATION

Today, Termac Corp. includes two other businesses: Filter Man Inc. and GTO Grease Trap Services. It's an effort to stay one step ahead of clients' growing needs.

Termac Corp. provides commercial dishwashing machines, laundry products, soaking tanks and industrial cleaning supplies to eastern Pennsylvania, New Jersey and Delaware.

Filter Man provides commercial kitchen grease filters and commercial kitchen soak tanks to businesses in eastern Pennsylvania, New Jersey and Delaware.

GTO Grease Trap Services provides professional grease trap services to restaurants and other commercial kitchens, such as in hospitals, to the same core geography, according to Sean O'Reilly.

Over the five decades, the O'Reilly family has seen its client base shift while its core business of provid-

## TERMAC CORP.

- **What:** Distributes commercial kitchen sanitation services including detergents, products and equipment such as industrial dishwashers. Additional companies are Filter Man Inc. and GTO Grease Trap Services.
- **Locations:** Satellite office at 64 Constitution Ave., Wind Gap; main office in Philadelphia.
- **No. of employees:** 70.
- **Websites:** www.termac.com, www.thefilterman.com, www.gtoservices.biz.

ing kitchen sanitation services remained intact.

"Diners were big in the 1960s and 1970s, and really into the 1980s, but then things started to change when Philadelphia's restaurant scene changed and became exciting again," Sean O'Reilly said.

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## BRIEFS

These news briefs first appeared in the LVB.com Daily Blast email. Sign up at [LVB.com](http://LVB.com).

### Tenants named for textile mill transformation in Quakertown

The first company to acquire loans through Bucks 2 Invest, a Bucks County economic development program, unveiled its plans for a nearly \$5 million adaptive reuse project in Quakertown.

Jerry Gorski, president of Gorski Engineering of Collegetown, described plans to transform the 60,000-square-foot Best Made Hosiery Co., a predominantly vacant textile mill, into new office, technical and laboratory space for three companies. Owner and developer Gorski said he will repurpose the building at 18 S. Fifth St. for three tenants and rename it "Best Made Center."

Two tenants were named.

Synergis Technologies Inc. will be the primary tenant and will occupy 33,000 square feet. Synergis is comprised of two divisions – Synergis Software, developers of Adept Engineering document management solutions, and Synergis Engineering Design Solutions, an Autodesk solutions provider in the mid-Atlantic region.

Synergis now leases space in two locations in Richland Township and wants to combine operations at one location.

Roselon Industries Inc., a company that occupies space in the building that will be torn down, will move to a new 10,600-square-foot space inside the renovated building on June 1. Roselon, which textures synthetic fiber to make specialty yarns, will continue operations by temporarily relocating to another site.



PHOTO/KIMBALL COMMUNICATIONS

Workers deliver machinery for Ecopax Inc., a Forks Township manufacturer that recently completed a \$3.7 million equipment and facilities expansion.

### Forks manufacturer expands

Ecopax Inc., a Forks Township manufacturer of single-use foam, paper and plastic products for both the food service and consumer indus-

tries, completed a \$3.7 million equipment and facilities expansion that would boost the company's manufacturing capacity by 50 percent and add 15 full-time employees.

The equipment includes a 12-ton thermoformer, a device that molds or fabricates the final product, and a 19-ton extruder, a machine that pushes or pulls the material. Both pieces of equipment are expected to operate at full capacity by the end of the year.

The company also had six new storage silos installed by its two existing storage silos. In 2012, the company completed a \$2.15 million, 75,000-square-foot expansion.

### ESSA extends northward

ESSA Bancorp Inc. of Stroudsburg, the holding company for ESSA Bank & Trust, acquired Franklin Security Bancorp Inc. of Wilkes-Barre for \$16 million.

ESSA Bank & Trust, with assets of \$1.37 billion, has 26 community offices in the Poconos and Lehigh Valley.

Franklin Security Bank reported assets of \$225.65 million at Sept. 30, 2013, total loans of \$148.88 million and total deposits of \$168.25 million.

Ambassador Financial Group Inc. of Allentown advised FSB in the deal.

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## TERMAC

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He said fine dining restaurants represent about 70 percent of Termac Corp.'s business while the remaining 30 percent is made up of other kitchen sanitation services, such as hospitals, equipment and product supply.

### SERVICING THE RESTAURANT REVIVAL

Keeping an eye on the transition from diner to upscale dining, the O'Reillys watched the Philadelphia restaurant scene shift, saying the same type of phenomenon has and continues to occur in the greater Lehigh Valley.

"The Bethlehem restaurant scene is a mirror of what happened in Philadelphia," said

Terry O'Reilly Jr.

"We were the first to serve in [historic] Bethlehem with the Apollo Grill restaurant, and the downtown restaurant revival scene there," he said.

"It's [basically] the same principal, but the approach is different, because a diner and a fine dining restaurant are not the same thing. The owners are different, and their customer base is different. We've changed and adapted, too," Sean O'Reilly said.

Termac Corp. also has expanded its offerings to include rentals and low-temperature dishwashing machines, which fall in line with clients who have green initiatives.

"We're here 24/7. When customers call, we need to be able to take care of them. Service is our top priority," Sean O'Reilly said.

## HEALTH NETWORK

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it to perform autopsies in 20-30 counties in Pennsylvania and New Jersey. In addition, the company provides private forensic services and toxicology testing and has 70 couriers that travel a combined 1.8 million miles per year.

"We are in the middle of a revolution in diagnostics," Fisher said. "Not only do we diagnose, but we can now determine what treatment is best."

### EXPANSION, NEW HOME

Community involvement is a key factor for the staff at HNL, and Fisher said the company is a big supporter of charities in the Lehigh Valley region. It also provides a variety of

free diagnostic testing and screening to the Allentown Health Bureau and at about 50 community fairs and events per year.

The company recently announced that it has outgrown its headquarters on Lehigh Street in Allentown and will move its main laboratory and administrative offices by the end of next year to a 101,000-square-foot facility on Roble Road in Hanover Township, Lehigh County.

"We will have doubled our space to be able to meet the growing needs of the community," said Rob Hurwitz, director of marketing at HNL.

The new home will sit on 16 acres of land the company bought for \$8.65 million. The building, which is in Lehigh Valley Industrial Park III, Hanover Township, is 101,000 square feet, double the size of HNL's existing home.

## VENTURE IDOL

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tion to fund their business dreams.

Crowdfunding is a method (usually via the Internet) for raising startup capital to fund entrepreneurial projects – in essence, raising contributions using online awareness. For example, Kickstarter.com is a crowdfunding service providing project capital for creative endeavors in music, film, theater, art, games, comics and design, among others.

### NOVEL APPROACH

According to Eppler, Ben Franklin Venture Idol was the first such face-to-face, crowdfunding event to be held in northeastern Pennsylvania.

"While we've held these events for the past nine years, this year was certainly something new," Eppler said.

Cerora, maker of a brain sensor device used in the field or by nonmedical specialists to detect concussion trauma or Alzheimer's Disease, came in second.

Finishing third was eVendor Check, a risk management firm which helps organizations choose high-performing suppliers and balancing risk and cost.

Both will receive undisclosed sums

through Ben Franklin Venture Idol to support their businesses, Eppler said.

Cerora is in Bethlehem, and eVendor Check is based in Hawley, Wayne County.

### FUTURE OF FUNDING

Crowdfunding may well be the future for 21st century entrepreneurs, according to Brian Meece, RocketHub CEO and co-founder and the Ben Franklin Venture Idol keynote speaker.

"It's a modern, creative [model] which relies on personalizing the request for funds and getting community support. To be successful, you have to tell your story," Meece said.

Since online investors are prohibited by federal law to buy shares of a company, donations to a crowdfunded project may be exchanged for gifts, similar to sponsorship levels offered during Public Broadcasting Service affiliate fund drives.

Meece likened crowdfunding to a hybrid model of "[Leonardo] Da Vinci plus social networking to create a mass patronage."

Meece said his own crowdfunding efforts only became successful after he connected with possible patrons, using his personal story to finance his musical aspirations.

"You have to give people something of value for their money," he said.

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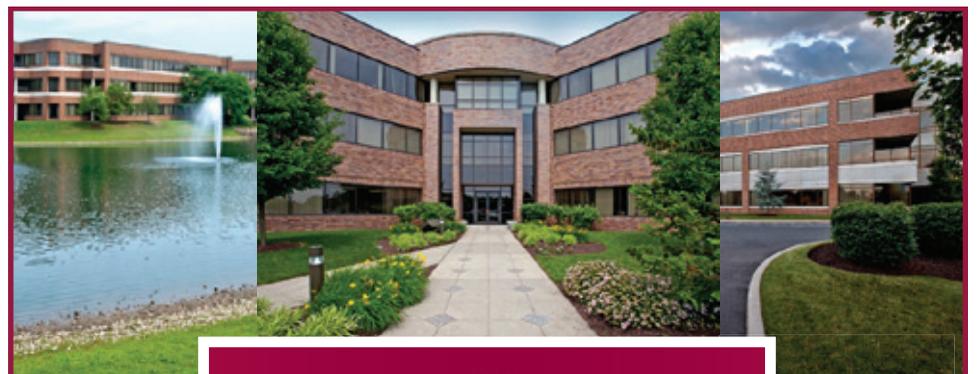
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