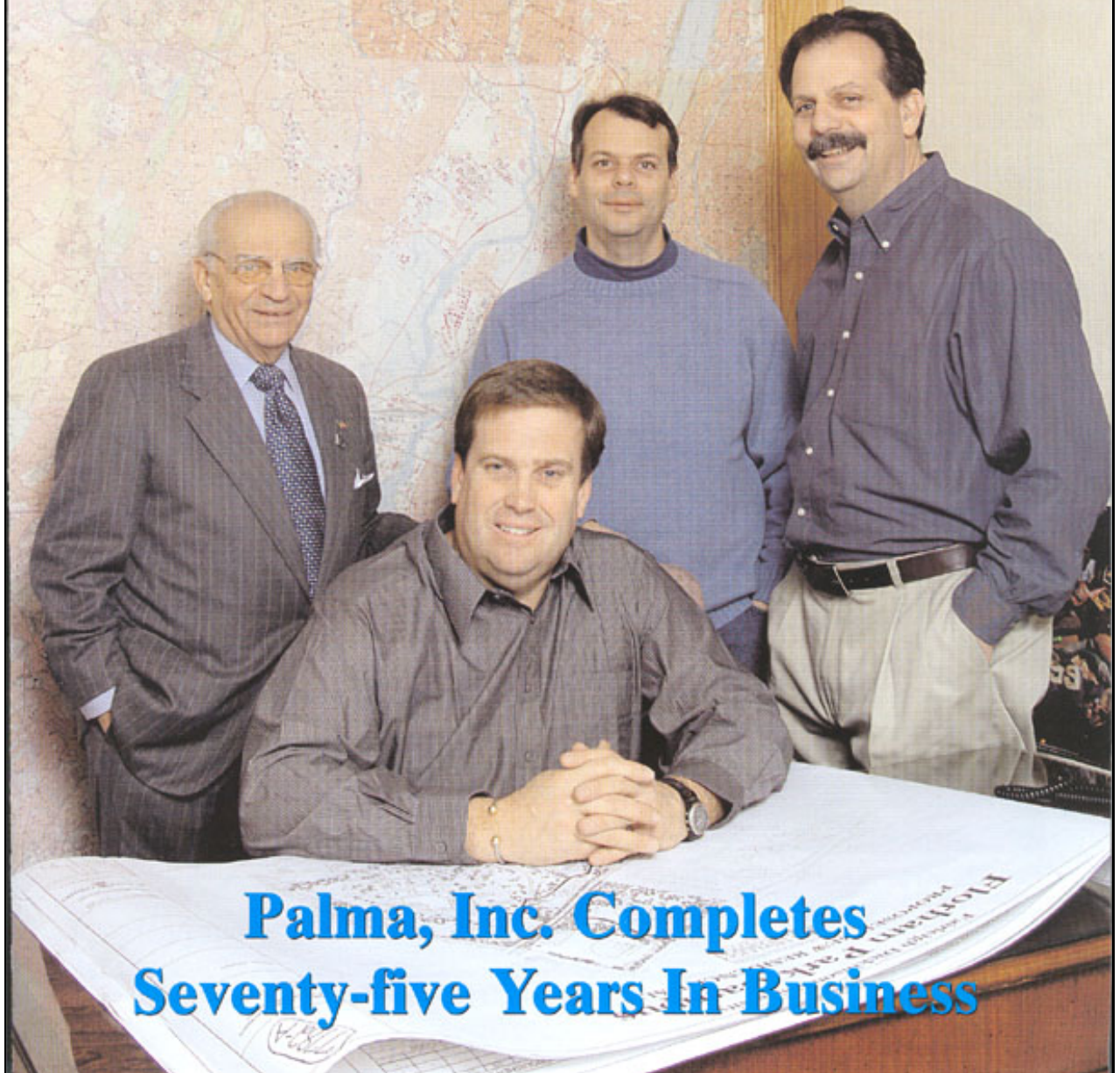


UTILITY and TRANSPORTATION CONTRACTOR

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**Palma, Inc. Completes
Seventy-five Years In Business**

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PALMA, INC. COMPLETES SEVENTY FIVE YEARS IN BUSINESS

Firm Recognized As National Leader In Epoxy Flooring

Federico V. Palma established his tile, terrazzo and marble application company in the Silver Lake section of Belleville in 1927. He was able to establish his firm after obtaining a \$25.00 loan, and his first contract involved the furnishing and application of a quarry tile hearth and one bathroom at a local house for a total cost of \$170.00. The firm's founder operated on the premise that a quality product, combined with professional application, will result in successful jobs and satisfied repeat customers.

Palma sailed to the United States from Italy on the SS America in 1913 as a young man. A bright and outgoing person, Palma had little difficulty finding work in his new country. He learned English as a second language and went well beyond others as he mastered the language through his extensive study of grammar. He in turn taught English to many others to assist them with the language.

Through his mastery of English, Federico Palma became an accomplished salesperson. He was also an excellent musician, and his skills enabled him to impress all who met him. Being a natural salesman, who mixed well with people, led to his desire to establish his own business in the United States.

In establishing the forerunner of Palma, Inc., the enthusiastic businessman teamed up with a tile, terrazzo and marble craftsman who applied the work. As the new firm took on more work, Federico worked in the field as well in an effort to master all of the elements of the business. Within a short time, the firm was prosperous and in 1929 a small office was established in Bloomfield. That same site, after undergoing several expansions over the years, continues to house the Palma operation.

The firm's initial work involved residential applied applications in the area. Within a few years, the company included



Federico V. Palma is pictured at the firm's office several years ago.



Early epoxy application completed at an ice cream parlor.

work at schools. Two of the first school projects included applications at Millburn and Springfield High Schools. In later years, successful school projects included two of New Jersey's largest, namely Barringer and Elizabeth High Schools which still remain as the state's largest tile and terrazzo work. During those early years, Palma also developed an excellent relationship with several realtors who employed the firm to complete numerous renovations in apartment buildings throughout the region.

Federico V. Palma, Jr. joined his father in business in 1951. A World War II Navy veteran, accomplished professional musician and business administration college graduate, the younger Palma directed the firm's movement entirely to epoxy applications during the mid 70's. Today Palma, Inc. is recognized as one of the leaders in this technology.

With the youthful Palma assisting his father in the business, the firm expanded its work to include special application in jails, veterinary facilities, schools, laboratories and at food service buildings. These activities have led to work in New Mexico, Puerto Rico, Canada, the Northeast and throughout the Eastern Seaboard. The epoxy applications are durable, economical, attractive and particularly effective in resisting damage from chemicals and solvents. Finished work is also slip-resistant.

The Palma firm has also applied epoxy flooring in numerous fire houses throughout New Jersey. In fact, the firm has achieved such success in the application of seamless epoxy flooring systems that their work is known nationally as the PalmaLite process for its specifically formulated and certified system. These results were achieved through Palma, Jr.'s many years of service with committees of ASTM, ACI and other industry groups.

Several family members and others have played major roles in the success of the firm over the past 30 years. Fred Palma III began full time work with the company during the early 1970's. He currently handles sales and presentations to architects for the firm. Son-in-law, Greg Manton also joined Palma 30 years ago and currently operates as superintendent and schedules the firm's work.

Michael Palma, younger son of Federico, Jr., handles estimating and has been with the firm 20 years. Gina Wellens, office manager, also joined the firm



Gina Wellens, left, is pictured at the Palma office with Eva Goldstein.



The finished epoxy application for the Woodbridge fire Department.

20 years ago. Serving as office administrator for the firm is Eva Goldstein who has been with Palma for 8 years.

Palma, Inc.'s largest project was completed as a subcontractor to Slattery for the Wards Island Wastewater Treatment

Plant in New York City. Excepting the toilet facilities, the work involved formulation and application of epoxy flooring throughout the entire facility. Another major work completed by the company included applications at the University of Pennsylvania Bio Medical Research Center.

The Palma firm recently completed the application of 16,000 sq. ft. of resinous flooring at the Newark International Airport as a subcontractor for Prismatic Development Corp. Resinous floorings were also recently applied at the Pfizer Air Hanger at Mercer County Airport, new athletic facility at Bucknell University, intramural athletic facility at Lafayette College and the New York Aquarium. In recent years, the company also began to specialize in work at numerous automobile service areas.

Federico V. Palma, Jr., Fred Palma III, Michael Palma and Greg Manton have provided outstanding leadership as this firm has grown over the years. The forebear, who founded the business 75 years ago, would certainly be proud of the reputation achieved by Palma, Inc. His son, Federico, Jr., has carried on the family tradition for performing quality work. He has also found



Another Palma epoxy application completed at a veterinary facility.

time to participate in industry leadership positions with the Associated Builders & Contractors, New Jersey Subcontractors Association and NJ Business & Industry

Association which recognized him with its Leonard Johnson Award for exemplary service to the organization.

PalmaLite Seamfree Resinous Flooring: *It Performs Beautifully*

You can specify **PalmaLite** for a broad range of industrial, commercial, and institutional applications with full confidence. **PalmaLite** gives you years of service. With **Palma's** single source responsibility, from formulation to application control, **PalmaLite** performs!

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